

# ***LFUCG - Destination 2040 Survey FINAL REPORT***

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**Prepared For: Lexington-Fayette Urban County Government**

**Prepared By: The Matrix Group, Inc.**

**Date: September 5, 2008**



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# 1.1 Overview & Methodology

In conjunction with the efforts to seek public input regarding the vision for Lexington for the next 32 years (Destination 2040), Lexington Fayette Urban County Government initiated this quantitative research study. Using a survey instrument designed by LFUCG and The Matrix Group, The Matrix Group interviewed Fayette County residents to determine what was most important for the future of Lexington in terms of Human Needs, Cultural Creativity, Economic Expansion, and Physical Growth. An implementation plan will be developed as a result of this research and community forums to guide the Lexington government and the community in future decisions for the city.

1,000 randomly selected Fayette County residents were interviewed via telephone and online surveys, as well as through in-person intercepts from June 18, 2008 until August 9, 2008<sup>1</sup>. Multiple call attempts were made to each randomly selected telephone number to minimize non-response bias. Individuals that work for LFUCG and those under the age of 18 were excluded from the study.

US Census Bureau 2006 ACS Survey Data estimates the total population of Lexington-Fayette County to be 270,789. Of those, approximately 210,944 (77.8%) are age 18 and older. Age stratification proportions were based on the total estimated population, adjusted to proportionally reflect only those 18 and older<sup>2</sup>.

| Age Group | % of Adult Population<br>(Base: 210,944) | Survey Sample | % of Total Sample |
|-----------|--|---------------|-------------------|
| 18-24     | 15.9%                                    | 168           | 16.8%             |
| 25-34     | 19.9%                                    | 194           | 19.4%             |
| 35-44     | 20.1%                                    | 224           | 22.4%             |
| 45-54     | 18.1%                                    | 156           | 15.6%             |
| 55-64     | 12.6%                                    | 134           | 13.4%             |
| 65+       | 13.5%                                    | 122           | 12.2%             |

Participants were asked to identify their race, age, education, and zip code during the interview to ensure an accurate representation of the Fayette county population.

Based on Lexington's population of residents age 18 and older, this research provides results at a 95% confidence level with margin of error of plus or minus 3.1%.

In addition to the general survey conducted by The Matrix Group, an online survey was made available to the public via the Destination 2040 website. As of September 5, 2008, a total of 20 surveys were completed. A demographic snapshot profile of those respondents and a synopsis of the results compared to the findings from the general survey conducted by The Matrix Group is provided in section 2.2.

*Note:* Throughout this report, questions allowing multiple responses are marked with an asterisk (\*). Totals for these questions may add to more than 100%.

<sup>1</sup> In order to capture the entire Fayette County population, a mixed-methodology approach was used in addition to telephone interviews for those under the age of 34 by conducting in-person intercepts and sending targeted email invitations to a database of randomly selected Fayette county residents.

<sup>2</sup> Two respondents did not wish to indicate their age

## 1.2 Executive Summary of the Findings

### ***Brightness of Lexington's Future***

Respondents indicated how bright they thought the future of Lexington was using a 10 point a scale, where 10 is "Very Bright" and 1 is "Not Bright At All." Respondents gave the brightness of Lexington's future an average rating of 7.2. While 74% gave a rating of 7 or higher, 20% gave an average rating of 9 or 10, and 54% a rating of 7 or 8. Individuals under the age of 24 and those identified as African American gave the highest ratings.

### ***Aspects of Community Life (ACLs)***

Using a 10-point scale, respondents were asked to rate the importance of committing specific resources to Lexington's community life in regard to human needs, economic expansion, physical growth, and cultural creativity. All areas were considered important, but human needs was ranked as most important overall.

| ACL Summary         | Total |       |
|---------------------|-------|-------|
|                     | Mean  | Base  |
| Human Needs         | 8.56  | 1,000 |
| Economic Expansion  | 8.08  | 998   |
| Physical Growth     | 8.00  | 999   |
| Cultural Creativity | 7.72  | 998   |

*Note: Very Important=10; Not At All Important=1*

### ***Aspects of Community Life (ACLs): Human Needs***

Specifically in regard to human needs, respondents gave **high quality public education** (9.2) and **citizen safety** (9.1) the highest average ratings.

41% of respondents indicated **high quality public education** was most important among all areas of human need issues.

| Human Needs                                    | Total       |              |
|--|-------------|--------------|
|  | Mean        | Base         |
| <b>Summary</b>                                 | <b>8.56</b> | <b>1,000</b> |
| High quality public education for all students | 9.23        | 1,000        |
| Citizen safety and welfare                     | 9.12        | 999          |
| Protection of natural resources                | 8.65        | 989          |
| Affordable health care                         | 8.47        | 993          |
| Adequate, safe, affordable housing             | 8.42        | 998          |
| Adequate nutrition for all                     | 8.35        | 995          |
| Access to affordable childcare for all parents | 8.05        | 982          |

*Note: Very Important=10; Not At All Important=1*

- Younger individuals were most concerned about **education, affordable housing, nutrition, and affordable childcare**, whereas older participants showed more interest in **citizen safety, protection of natural resources, and healthcare**.
- With the exception of natural resources, individuals identified as African Americans gave higher ratings for *all aspects* of human needs.

### *Aspects of Community Life (ACLs): Economic Expansion*

Investing resources in more **high wage/high skill jobs** rated the highest in importance (8.5) followed by **partnering with universities** to generate economic development (8.4). Incentives for the business community to **partner with the government or sponsor public projects** received the lowest rating (7.8).

| Economic Expansion  | Total       |            |
|---|-------------|------------|
|   | Mean        | Base       |
| <b>Summary</b>  | <b>8.08</b> | <b>998</b> |
| More high wage/high skill jobs  | 8.52        | 994        |
| Working more with universities to generate economic development                             | 8.38        | 988        |
| Continued learning opportunities for adults to engage in lifelong learning                  | 8.25        | 994        |
| Start-up business opportunities for emerging entrepreneurs                                  | 8.16        | 991        |
| Efforts designed to support and grow Fayette County's agricultural industry                 | 7.99        | 989        |
| Establishing stronger working relationships with adjacent cities for regional cooperation   | 7.90        | 988        |
| Incentives for the business community to partner with government or sponsor public projects | 7.76        | 990        |

*Note: Very Important=10; Not At All Important=1*

- All respondents regarded more **high-wage jobs** (27%), **working with universities** (21.5%) and **continued learning opportunities** (14%) as the most important facets of economic development
- Those under 35 placed greater importance on **jobs** and encouraging **start-up businesses**. Individuals over the age of 45 gave higher ratings for continued **learning opportunities**, supporting Fayette **county's agricultural industry**, and establishing **stronger working relationships with adjacent cities**.
- The ratings for **working more with universities** and more **start-up businesses** were higher among individuals identified as Hispanics than the average, whereas Caucasians gave lower ratings for all aspects of economic expansion compared to other ethnic identities.
- Those who had been in Lexington less than 10 years were more likely to say that **working with universities** was more important to them than the average.

### Aspects of Community Life (ACLs): Physical Growth

Those surveyed indicated that most of the elements of physical growth mentioned are important to the future of the city. All features received an average rating higher than 8.0, with the exception of more multi-unit, multi-level housing, which received an average rating of 6.3.

| Physical Growth  | Total       |            |
|--|-------------|------------|
|  | Mean        | Base       |
| <b>Summary</b>   | <b>8.00</b> | <b>999</b> |
| Open greenspace for all neighborhoods  | 8.65        | 996        |
| Programs designed to preserve Fayette County's rural landscape                     | 8.55        | 994        |
| Construction of buildings and infrastructure that is more environmentally friendly | 8.39        | 993        |
| New and efficient public transportation alternatives                               | 8.26        | 994        |
| Bike paths and trails, and pedestrian-friendly sidewalks                           | 8.09        | 998        |
| More multiple-unit, multi-level housing such as apartments and condominiums        | 6.27        | 993        |

*Note: Very Important=10; Not At All Important=1*

- Programs designed to **preserve Fayette County's landscape** was considered to be the most important aspect of physical growth mentioned (24%), followed by **new and efficient transportation** alternatives (23%), and **open greenspace** (19%).
- Open greenspace** and **new and efficient public transportation** were considered the most important aspects of physical growth by those age 25-34.
- The older the participant, the more likely to indicate **preserving the natural landscape** as important. The younger participant, the more likely they were to express interest in **bike paths and trails**.
- Individuals age 35-54 gave lower ratings than those under 35 and those over 54 in the following categories:
  - Open greenspace**
  - Construction of buildings and infrastructure**
  - New and efficient public transportation**
  - More multi-unit, multi-level housing.**
- Those that live downtown gave higher ratings compared to the average for all aspects of physical growth.
- New and efficient public transportation** alternatives was mentioned more times by those that have lived in Lexington less than 10 years than the average. Those that have lived in Lexington more than 40 years were more likely than the average to indicate programs **designed to preserve the county's landscape** as most important.



### *Aspects of Community Life (ACLs): Cultural Creativity*

Cultural creativity was not as important to respondents as other ACLs. However, on average, respondents still valued cultural creativity and rated each element 7.5 or higher. Having a **vibrant downtown** received the highest importance rating.

| Cultural Creativity   | Total       |            |
|---|-------------|------------|
|   | Mean        | Base       |
| <b>Summary</b>  | <b>7.72</b> | <b>998</b> |
| A vibrant downtown  | 8.38        | 997        |
| A greater diversity of cultural events that will appeal to many types of different people         | 7.72        | 991        |
| Attracting visitors and encouraging tourism   | 7.71        | 992        |
| Performing arts facilities and public art   | 7.67        | 992        |
| A district in the community where a variety of arts and entertainment facilities would be located | 7.66        | 989        |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand                  | 7.48        | 987        |

Note: Very Important=10; Not At All Important=1

- 39% of respondents rated having a **vibrant downtown** as the most important feature of the culture development of Lexington.
- Individuals under age 45, participants identified as African American, and downtown residents provided higher ratings for **greater diversity of cultural events** and a district in the community where a **variety of arts and entertainment** facilities would be located than the average.
- Individuals age 18-24 gave a **vibrant downtown** the highest average rating.
- The older the participant and the longer one had lived in Lexington, the more likely they were to support **regional or national promotion of Lexington's "Horse Capital of the World."**
- Hispanics were most likely to say **attracting visitors and encouraging tourisms** were important to them.

### ***Like Most About Living In Lexington***

In addition to rating attributes of the Lexington community on a 10-point scale, respondents were asked what they liked most about living in Lexington, and what they would like Lexington to be in the future. Overall, having a **small town feel** (27.5%), **convenience** (15%), and the **friendly nature of the residents** (14.5%) were most frequently mentioned as the qualities of Lexington appreciated.

| <b><i>Top 10 Responses</i></b>                              | <b>Total</b> |          |
|---|--------------|----------|
|   | <b>%</b>     | <b>#</b> |
| Size/small town feel/small city with large amenities        | 27.5%        | 275      |
| Easy to get around/convenient/convenient to other cities    | 15.2%        | 152      |
| Friendly people/good community                              | 14.5%        | 145      |
| Countryside/landscape/greenspace/beauty                     | 11.6%        | 116      |
| Higher education institutions/Good schools                  | 8.2%         | 82       |
| Family or friends are located here/near here/I grew up here | 8.1%         | 81       |
| Cultural opportunities/activities/Lots of things to do      | 7.6%         | 76       |
| Low crime/Feel safe   | 6.9%         | 69       |
| Horse industry/horse farms/Keeneland                        | 5.5%         | 55       |
| Climate   | 4.5%         | 45       |

- Individuals age 18-24 were the *least* likely of all age groups interviewed to mention **size/location** as an attribute they appreciated in Lexington, but significantly more likely than the average to mention **higher education/good schools** and having **things to do**.
- Individuals age 35-44 were most likely to say that Lexington is a **good place to raise a family** and indicate that they appreciate the **small town feel**.
- Caucasians were more likely than African Americans and Hispanics to mention **size/location**.
- Those who have lived in Lexington less than 10 years were more likely to mention **downtown area/nightlife** (6.5%) as what they like most about the community.

### ***Why Respondents Might Want To Live Somewhere Else***

27% of respondents indicated that there was nothing that made them want to move from Lexington. Traffic (17%) and lack of cultural activities (11%) were the main negative aspects mentioned.

| <b><i>Top 10 Responses</i></b>                              | <b>Total</b> |          |
|---|--------------|----------|
|   | <b>%</b>     | <b>#</b> |
| Nothing/Don't want to live anywhere else                    | 27.1%        | 271      |
| Traffic congestion/Poor traffic flow/roadways               | 17.3%        | 173      |
| Lack of cultural activities/nightlife/shopping downtown     | 11.1%        | 111      |
| Urban sprawl/Poorly planned development                     | 10.5%        | 105      |
| Lack of economic opportunities                              | 5.9%         | 59       |
| High taxes  | 4.8%         | 48       |
| Poor job by government/elected officials/Poor city planning | 4.4%         | 44       |
| The climate   | 3.9%         | 39       |
| Increase in crime/Police protection                         | 3.8%         | 38       |
| Cost of living is too high                                  | 3.1%         | 31       |

- The younger the participant, the more likely they were than the average to indicate a lack of **cultural activities/nightlife/shopping downtown** as a reason they would like to move from Lexington.
- The older the participant, the more likely they did not want to move from Lexington for any reason. **Poor job by the government/ elected officials/ poor city planning** was mentioned more times with individuals age 55-65 than the average.
- South Lexington residents were *less* likely than those in other areas to want to move elsewhere. Downtown residents cited **lack of economic opportunities** and **cultural activities** the most.

### ***Three Words Desired To Be Used To Describe Lexington In 2040***

When respondents were asked to give three words they would like to be used to describe Lexington in the year 2040, 60% mentioned words that could be categorized as **peaceful and embracing**.

| <b><i>Top 10 Responses</i></b>       | <b>Total</b> |          |
|--------------------------------------|--------------|----------|
|                                      | <b>%</b>     | <b>#</b> |
| Peaceful/embracing community         | 60.4%        | 604      |
| Earth-friendly                       | 40.7%        | 407      |
| Innovative community                 | 27.9%        | 279      |
| Aesthetically pleasing place to live | 25.4%        | 254      |
| A dynamic and thriving community     | 22.4%        | 224      |
| An enriching community               | 18.0%        | 180      |
| Successful                           | 10.9%        | 109      |
| Great place to live (general)        | 8.7%         | 87       |
| Affordable place to live             | 7.5%         | 75       |
| Small-town feel                      | 5.3%         | 53       |

- **Earth-friendly, innovative, and dynamic and thriving** words were mentioned more often by younger participants than older participants. Younger participants were least likely to use **peaceful and embracing** words.

### ***What One Thing Would Make Lexington More Attractive...***

Participants were asked to describe what would make Lexington more attractive for teenagers, people in their 20's, young married couples, families, empty-nesters, and retirees. As participants made their recommendations for each of the targeted groups, **more entertainment/more events** was recommended for each age category.

- More **educational opportunities/better schools** were listed as factors that would make Lexington more attractive for **teenagers, people in their 20's, young married couples, and families**.
- **More affordable housing** was one of the top mentions for **young married couples and families**.
- **Greenspace/parks** was listed as a way to make Lexington more attractive for **families and empty-nesters**.

### ***What One Thing Would Increase Connection/Belonging To Community***

Almost a quarter of respondents (23%) said nothing they could think of would increase their sense of belonging to the Lexington community. A variety of other topics were mentioned.

| <b><i>Top 10 Responses</i></b>  | <b>Total</b> |          |
|---|--------------|----------|
|   | <b>%</b>     | <b>#</b> |
| Vibrant downtown/Downtown nightlife/entertainment                               | 8.8%         | 88       |
| More accessible government/Better government                                    | 5.8%         | 58       |
| Community activities/events   | 5.7%         | 57       |
| Cultural activities   | 4.6%         | 46       |
| Feeling of being able to make a difference/Community involvement                | 4.4%         | 44       |
| Better communication between city/city government and public/Community meetings | 4.1%         | 41       |
| Safety  | 2.4%         | 24       |
| More/better employment opportunities  | 2.4%         | 24       |
| Volunteer opportunities   | 2.1%         | 21       |
| Better urban planning/development   | 2.0%         | 20       |

- 18-24 year old residents were more likely than the average to say **better/cheaper schooling** and **more/better employment opportunities** would increase their sense of connection in Lexington.
- Those under the age of 54 were more likely than individuals over the age of 65 to say having a **vibrant downtown** would increase their sense of connection to Lexington.
- Residents age 45-54 were more likely than the average to list these aspects of community involvement:
  - **Feeling of being able to make a difference**
  - **Volunteer opportunities**
  - **More interaction with neighbors**

## 1.3 Insights

These research findings reveal the perceptions of Lexington's citizens of Lexington's and their expectations for the future of Fayette County, creating a solid foundation of quantitative data for the Destination 2040 project.

### ***Future Outlook for Lexington***

Respondents in every segment rated the future of Lexington as bright. The younger population segments and future decision makers of the city, gave the highest ratings for "brightness" of Lexington's future. Their positive outlook is encouraging as this generation moves forward into the future.

Lexington residents recognize the size of the city, the "small town feel," and the picturesque landscape as attributes of the city they appreciate most. However, poorly planned development and lack of cultural and job opportunities create a sense of disconnect with the community.

In addressing development concerns and establishing diverse cultural and entertainment options, Lexington can concurrently appeal to the desire for natural landscape and the more progressive atmosphere that Lexington residents visualize in the future of their city. The size of the city, the small-town feel, and the rural landscape can be preserved *and* enhanced with the addition of restaurants, bars, jobs, and cultural activities.

### ***Diverse Population Segments***

Focusing on the diversity of Kentucky's population is key to future growth. What one likes about Lexington, what they feel is important within their community, and how they envision the future of Lexington, varies depending on the demographic of the individual surveyed.

Younger populations are more favorable to changes in their community, where as older generations are most concerned with the protection of the community they love, such as the preservation of the rural landscape. Older Lexington residents desire a peaceful and embracing community, while younger individuals envision a more innovative community in the year 2040. All aspects of community life rated high among African Americans. Tourism and start-up businesses ranked high in importance among the Hispanic population.

Attracting and filling the needs of a diverse population requires both a broad range of community resources and a system of regularly assessing and monitoring those needs. In it's plan, LFUCG will need to consider factors that distinguish varying points of view and demonstrate that it embraces the growing diversity of the population.

### ***An Interested and Engaged Audience***

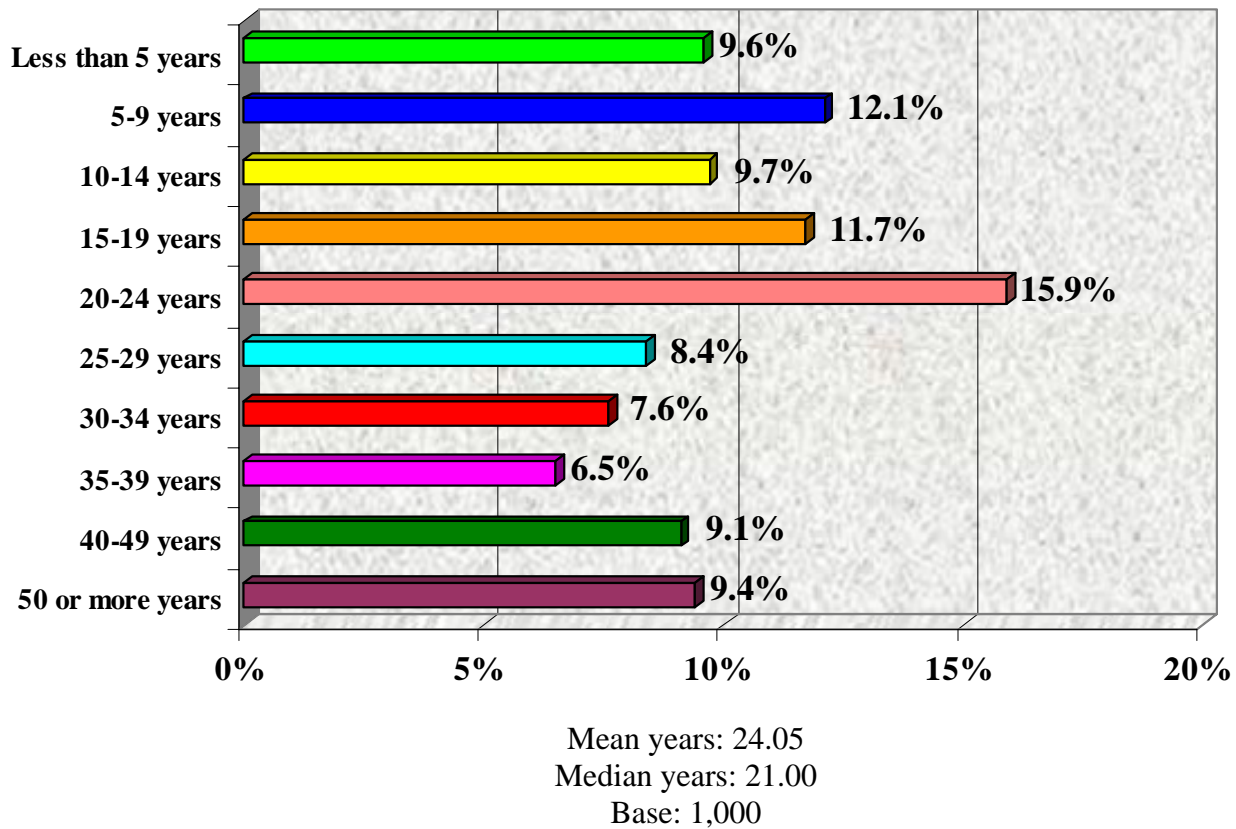
Underscoring the need for Lexington-Fayette Urban County Government's Destination 2040 Project, residents were eager to share their ideas about Lexington and would like to see the government play a more active role in future planning and development of their city.

This research results enable the government to learn about their hopes for the future. Understanding their aspirations and concerns will allow Lexington Fayette Urban County Government to take actionable steps and cultivate Lexington as *the people want* in the years to come.

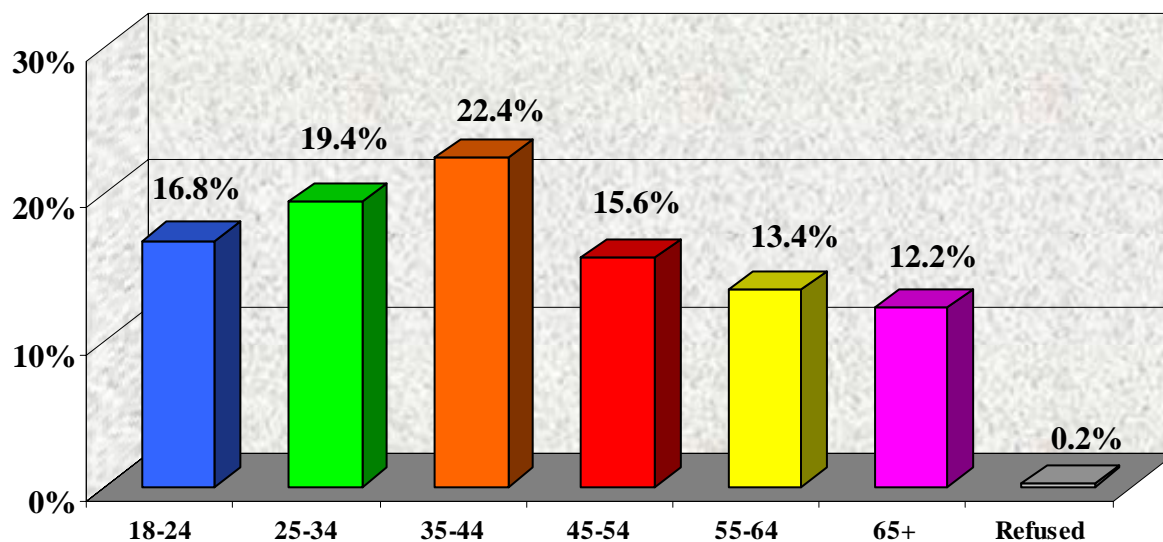
Since the younger generation holds the future to the city, it will be especially important to capture their attention. Creating job opportunities, a climate of creativity and cultural interest and a vibrant downtown while protecting the natural resources that make the area so unique and special will appeal to their vision for Lexington in 2040, and ensure they will help carry on the vision for the city as it prepares for the future.

## 1.4 Profile of the Respondents

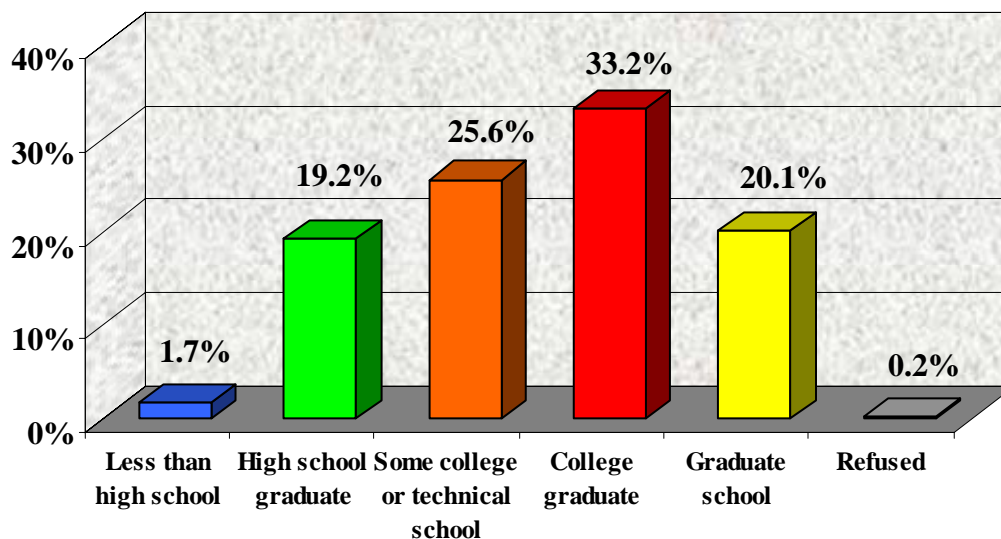
### *Years Living In Lexington*



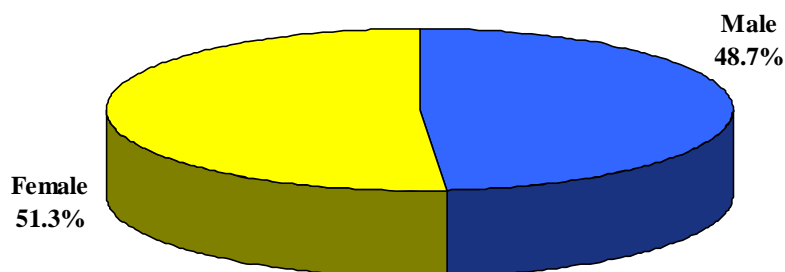
### *Age*



## Education



## Gender



## Zip Code

| Zip Code               | %            |
|------------------------|--------------|
| <b>South Lexington</b> | <b>35.4%</b> |
| 40502                  | 10.2%        |
| 40515                  | 11.4%        |
| 40517                  | 13.8%        |
| <b>West Lexington</b>  | <b>27.4%</b> |
| 40503                  | 10.9%        |
| 40504                  | 9.4%         |
| 40514                  | 4.2%         |
| 40513                  | 2.9%         |
| <b>North Lexington</b> | <b>7.3%</b>  |
| 40511                  | 6.9%         |
| 40510                  | .4%          |

| Zip Code              | %            |
|-----------------------|--------------|
| <b>East Lexington</b> | <b>19.0%</b> |
| 40505                 | 10.2%        |
| 40509                 | 7.9%         |
| 40516                 | 0.9%         |
| <b>Downtown</b>       | <b>10.9%</b> |
| 40506                 | 0.1%         |
| 40507                 | 1.1%         |
| 40508                 | 9.7%         |



## 2.1 Research Findings

### *Rating Of Lexington's Future*

On average, Fayette County residents felt the future of Lexington was bright, giving an overall rating of 7.2 out of 10.

*When you think about the future of Lexington, for yourself, for the children in the community as they grow up, and for their future children, using a 10 to 1 scale , with 10 being Very Bright and 1 being Not At All Bright, please rate Lexington's future, based on the current vision for our community?*

| Rating            | Total |     |
|-------------------|-------|-----|
|                   | %     | #   |
| Very Bright       | 10.1% | 101 |
| 9                 | 9.7%  | 97  |
| 8                 | 27.5% | 275 |
| 7                 | 26.6% | 266 |
| 6                 | 10.1% | 101 |
| 5                 | 10.0% | 100 |
| 4                 | 2.6%  | 26  |
| 3                 | 1.0%  | 10  |
| 2                 | 1.1%  | 11  |
| Not At All Bright | 1.3%  | 13  |
| Mean              | 7.22  |     |
| Base              | 1,000 |     |

*Note: Very Bright=10; Not At All Bright=1*

- The average rating of respondents between the ages of 55-64 was *lower* than those in any other age group:
  - 18-24: 7.3
  - 25-34: 7.1
  - 35-44: 7.4
  - 45-54: 7.3
  - **55-64: 6.8**
  - 65 and older: 7.2

## Like Most About Living In Lexington

When asked what they liked most about living in Lexington, over half of those surveyed mentioned attributes related to the **size/location** (40%) or the **people** (24%) of the city.

*What do you like most about living in Lexington?\**

| Response  | Total        |            |
|---|--------------|------------|
|   | %            | #          |
| <b>Size/Location (CUME)</b>                                 | <b>39.9%</b> | <b>399</b> |
| Size/Small town feel/Small city with large city amenities   | 27.5%        | 275        |
| Easy to get around/Convenient/Convenient to other cities    | 15.2%        | 152        |
| <b>People (CUME)</b>  | <b>23.9%</b> | <b>239</b> |
| Friendly people/Good community                              | 14.5%        | 145        |
| Family or friends are located here/near here/I grew up here | 8.1%         | 81         |
| Diversity   | 2.0%         | 20         |
| <b>Family-Friendly (CUME)</b>                               | <b>22.5%</b> | <b>225</b> |
| Higher education institutions/Good schools                  | 8.2%         | 82         |
| Low crime/Feel safe   | 6.9%         | 69         |
| The neighborhoods/homes/architecture                        | 3.7%         | 37         |
| Good place to raise a family                                | 3.4%         | 34         |
| Laid back/quiet/peaceful                                    | 2.6%         | 26         |
| <b>Landscape/Climate (CUME)</b>                             | <b>22.4%</b> | <b>224</b> |
| Countryside/landscape/greenspace/beauty                     | 11.6%        | 116        |
| Horse industry/horse farms/Keeneland                        | 5.5%         | 55         |
| Climate   | 4.5%         | 45         |
| Clean/Environmentally friendly                              | 3.7%         | 37         |
| <b>Things to do (CUME)</b>                                  | <b>16.4%</b> | <b>164</b> |
| Cultural opportunities/activities/Lots of things to do      | 7.6%         | 76         |
| Downtown area/downtown nightlife                            | 3.4%         | 34         |
| Shopping  | 2.7%         | 27         |
| Parks and recreational activities/Parks                     | 1.7%         | 17         |
| Churches  | 1.3%         | 13         |
| Sporting events   | 1.1%         | 11         |
| Opportunities for seniors                                   | 0.2%         | 2          |
| <b>Jobs/Cost of living (CUME)</b>                           | <b>3.7%</b>  | <b>37</b>  |
| Employment/Jobs   | 2.1%         | 21         |
| Cost of living  | 1.6%         | 16         |
| Other <sup>1</sup>  | 7.8%         | 78         |
| Nothing/Not much  | 1.1%         | 11         |
| Don't know  | 0.6%         | 6          |

<sup>1</sup> See appendix for "other" responses.

### *Like Most About Living In Lexington – continued*

- Almost a quarter of participants said the **family-friendly** nature of Lexington (22.5%) and the **landscape/climate** (22%) is what they liked most about living there.
- 18-24 year olds were more likely than the average to mention having **things to do** (23% compared to 16%) and **higher education/good schools** (15% compared to 8%) as attributes they like most about living in Lexington.
- Respondents 25 and older were more likely than those 18-24 to mention **size/location** aspects and **size/small town feel/small city with large city amenities**:

| Response  | Total | Age Group |              |              |              |              |              |
|---|-------|-----------|--------------|--------------|--------------|--------------|--------------|
|   |       | 18-24     | 25-34        | 35-44        | 45-54        | 55-64        | 65+          |
| Size/location (CUME)                                      | 39.9% | 28.6%     | <b>44.3%</b> | <b>44.6%</b> | <b>46.2%</b> | <b>35.8%</b> | <b>36.1%</b> |
| Size/Small town feel/Small city with large city amenities | 27.5% | 17.3%     | <b>30.9%</b> | <b>33.0%</b> | <b>34.0%</b> | <b>23.9%</b> | <b>21.3%</b> |

- Female respondents were more likely than male respondents to mention **friendly people/good community** (17% compared to 12%).
- Caucasians were more likely than African Americans and Hispanics to mention **size/location** aspects:
  - **Caucasian: 41.5%**
  - African American: 35%
  - Hispanic: 25%
- Caucasians and African Americans were more likely than Hispanics to mention **friendly people/good community**:
  - **Caucasian: 15%**
  - **African American: 15%**
  - Hispanic: 5%
- Caucasian and Hispanic respondents were more likely than African American respondents to mention **landscape/climate** aspects and **things to do**:

| Response                 | Total | Ethnic Identity |                  |              |
|--------------------------|-------|-----------------|------------------|--------------|
|                          |       | Caucasian       | African American | Hispanic     |
| Landscape/climate (CUME) | 22.4% | <b>23.0%</b>    | 15.0%            | <b>40.0%</b> |
| Things to do (CUME)      | 16.4% | <b>17.2%</b>    | 11.0%            | <b>35.0%</b> |

## Why Live Somewhere Else

27% of respondents indicated that there was nothing that made them want to move from Lexington. **Traffic** (17%) and **jobs/cost of living** issues (13%) were the main negative aspects mentioned.

*What about Lexington, if anything, makes you think about living somewhere else?*

| Response  | Total        |            |
|---|--------------|------------|
|   | %            | #          |
| <b>Nothing/Don't want to live anywhere else</b>             | <b>27.1%</b> | <b>271</b> |
| <b>Traffic congestion/Poor traffic flow/roadways</b>        | <b>17.3%</b> | <b>173</b> |
| <b>Jobs/Cost of living (CUME)</b>                           | <b>13.5%</b> | <b>135</b> |
| Lack of economic opportunities                              | 5.9%         | 59         |
| High taxes  | 4.8%         | 48         |
| Cost of living is too high                                  | 3.1%         | 31         |
| High gas prices   | 0.6%         | 6          |
| Lack of cultural activities/nightlife/shopping downtown     | 11.1%        | 111        |
| Urban sprawl/Poorly planned development                     | 10.5%        | 105        |
| People (CUME)   | 6.5%         | 65         |
| The people  | 2.4%         | 24         |
| Too conservative/Lack of diversity                          | 1.8%         | 18         |
| Immigrants/Illegal immigrants                               | 1.4%         | 14         |
| Population increase/Too many people                         | 0.9%         | 9          |
| City government (CUME)                                      | 5.7%         | 57         |
| Poor job by government/elected officials/Poor city planning | 4.4%         | 44         |
| Sewer system issues   | 1.0%         | 10         |
| Complaints about public transportation                      | 0.6%         | 6          |
| The climate   | 3.9%         | 39         |
| Increase in crime/Police protection                         | 3.8%         | 38         |
| School systems  | 2.2%         | 22         |
| The size of the city  | 2.1%         | 21         |
| Other <sup>1</sup>  | 11.3%        | 113        |
| Don't know  | 0.8%         | 8          |

- Participants between the ages of 18-24 were more likely than the average to indicate a lack of **cultural activities/nightlife/shopping downtown** than the average (20% compared to 11%).
- Caucasians were more likely than African Americans to cite the following:
  - Traffic congestion/Poor traffic flow/roadways (18% compared to 10%)
  - Urban sprawl/Poorly planned development (11% compared to 4%)
  - High taxes (6% compared to 1%)
  - Poor job by government/elected officials/Poor city planning (5% compared to 2%)

<sup>1</sup> See appendix for "other" responses.

### ***Why Live Somewhere Else - continued***

- African Americans were more likely than Caucasians to cite the following:
  - Lack of cultural activities/nightlife/shopping downtown (23% compared to 9%)
  - Lack of economic opportunities (14% compared to 5%)
  - Jobs/Cost of living issues (20.5% compared to 13%)
- The following were more likely than the average to say there is nothing that would make them want to live anywhere else:
  - Those 65 and older (39% compared to 27%)
  - Those living in Lexington 40 or more years (38% compared to 27%)
  - Those living in South Lexington (34% compared to 27%)
- Those living downtown were more likely than those living in other areas of the city to mention a lack of economic opportunities and cultural activities/nightlife/shopping:

| Response  | Total | Area of Lexington |              |       |       |       |
|---|-------|-------------------|--------------|-------|-------|-------|
|   |       | North             | Down-town    | West  | South | East  |
| Jobs/Cost of living (CUME)                              | 13.5% | 16.4%             | <b>21.1%</b> | 12.0% | 11.3% | 14.2% |
| Lack of economic opportunities                          | 5.9%  | 5.5%              | <b>16.5%</b> | 5.8%  | 3.7%  | 4.2%  |
| Lack of cultural activities/nightlife/shopping downtown | 11.1% | 11.0%             | <b>17.4%</b> | 10.2% | 9.3%  | 12.1% |

### Three Words Desired To Be Used To Describe Lexington In 2040

When respondents were asked to give three words they would like to be used to describe Lexington in the year 2040, 60% mentioned words that could be categorized as peaceful and/or embracing. Other themes that emerged, based on the words stated, included the following:

*Thinking ahead to 2040, what three words would you like people to use to describe Lexington then?*

| Response                             | Total        |            |
|--------------------------------------|--------------|------------|
|                                      | %            | #          |
| <b>Peaceful/embracing community</b>  | <b>60.4%</b> | <b>604</b> |
| Earth-friendly                       | 40.7%        | 407        |
| Innovative community                 | 27.9%        | 279        |
| Aesthetically pleasing place to live | 25.4%        | 254        |
| A dynamic and thriving community     | 22.4%        | 224        |
| An enriching community               | 18.0%        | 180        |
| Successful                           | 10.9%        | 109        |
| Great place to live (general)        | 8.7%         | 87         |
| Affordable place to live             | 7.5%         | 75         |
| Small-town feel                      | 5.3%         | 53         |
| Authentic                            | 4.5%         | 45         |
| Healthy                              | 1.7%         | 17         |
| Other <sup>1</sup>                   | 13.1%        | 131        |
| Don't know/None                      | 3.0%         | 30         |

- Younger respondents were more likely to mention things related to a dynamic and affordable city, while older respondents were more likely to mention words pertaining to a peaceful and pleasant community:

| Response                             | Total | Age Group    |              |              |              |              |              |
|--------------------------------------|-------|--------------|--------------|--------------|--------------|--------------|--------------|
|                                      |       | 18-24        | 25-34        | 35-44        | 45-54        | 55-64        | 65+          |
| Peaceful/embracing community         | 60.4% | 50.0%        | 55.7%        | <b>65.6%</b> | <b>60.9%</b> | <b>67.2%</b> | <b>64.8%</b> |
| Aesthetically pleasing place to live | 25.4% | 18.5%        | 22.7%        | <b>26.8%</b> | <b>32.1%</b> | <b>24.6%</b> | <b>29.5%</b> |
| A dynamic and thriving community     | 22.4% | <b>33.9%</b> | <b>30.4%</b> | 18.8%        | 15.4%        | 18.7%        | 13.9%        |
| Affordable place to live             | 7.5%  | <b>11.3%</b> | <b>8.8%</b>  | <b>8.9%</b>  | 5.8%         | 3.0%         | 4.1%         |

- Caucasians were more likely than African Americans to mention words categorized as:
  - Earth-friendly (43% compared to 29%)
  - Aesthetically pleasing place to live (26% compared to 19%)
  - Successful (11.5% compared to 5.5%)
  - Authentic (5% compared to 2%)

<sup>1</sup> See appendix for “other” responses.

### ***Three Words Desired To Be Used To Describe Lexington In 2040 - continued***

- Those living downtown were *less* likely than those in other areas to mention words related to an **aesthetically pleasing place to live**:
  - North: 23%
  - **Downtown: 13%**
  - West: 25.5%
  - South: 30%
  - East: 25%
- The top three words mentioned in each category are shown below<sup>1</sup>:

#### **Peaceful And Embracing**

*Friendly (276)*  
*Safe (192)*  
*Peaceful (21)*

#### **Aesthetically Pleasing Place To Live**

*Beautiful (206)*  
*Pretty (30)*  
*Scenic (7)*

#### **Great Place To Live (General)**

*Nice (22)*  
*Great (21)*  
*Pleasant (16)*

#### **Earth-Friendly**

*Clean (245)*  
*Green ( 147)*  
*Lush (7)*

#### **A Dynamic And Thriving Community**

*Prosperous (36)*  
*Opportunity (18)*  
*Economical (9)*

#### **Affordable Place To Live**

*Affordable (62)*  
*Inexpensive (4)*  
*Efficient (4)*

#### **Innovative Community**

*Progressive (83)*  
*Growing/Growth (49)*  
*Innovative (22)*

#### **An Enriching Community**

*Educated (64)*  
*Diverse (37)*  
*Cultural (29)*

#### **Small-Town Feel**

*Small (22)*  
*Community (18)*  
*Convenient (15)*

#### **Healthy**

*Healthy (17)*

<sup>1</sup> See Appendix for complete list of words used.

### Community Life (ACLs): Overall Rating

Using a 10-point scale, respondents were asked to rate the importance of committing specific resources to Lexington's community life in regard to human needs, economic expansion, physical growth, and cultural creativity. All areas were considered important, but the area of human needs was ranked as most important overall:

| Overall Ratings     | Total |       |
|---------------------|-------|-------|
|                     | Mean  | Base  |
| Human Needs         | 8.56  | 1,000 |
| Economic Expansion  | 8.08  | 998   |
| Physical Growth     | 8.00  | 999   |
| Cultural Creativity | 7.72  | 998   |

*Note: Very Important=10; Not At All Important=1*

- Female respondents rated all overall aspects except economic expansion higher than the average, and all overall aspects higher than male respondents:

| Response            | Total | Gender |        |
|---------------------|-------|--------|--------|
|                     |       | Male   | Female |
| Human Needs         | 8.56  | 8.36   | 8.75   |
| Economic Expansion  | 8.08  | 7.96   | 8.19   |
| Physical Growth     | 8.00  | 7.72   | 8.27   |
| Cultural Creativity | 7.72  | 7.52   | 7.91   |

*Note: Very Important=10; Not At All Important=1*

- African Americans rated all overall aspects except cultural creativity higher than the average, and all overall aspects higher than Caucasian respondents:

| Response            | Total | Ethnic Identity |                  |
|---------------------|-------|-----------------|------------------|
|                     |       | Caucasian       | African American |
| Human Needs         | 8.56  | 8.52            | 8.88             |
| Economic Expansion  | 8.08  | 8.00            | 8.49             |
| Physical Growth     | 8.00  | 7.94            | 8.28             |
| Cultural Creativity | 7.72  | 7.67            | 7.94             |

*Note: Very Important=10; Not At All Important=1*

- Those under 35 rated overall **physical growth** higher than those 35-64 years old:
  - 18-24: 8.1
  - 25-34: 8.1
  - 35-44: 7.9
  - 45-54: 7.8
  - 55-64: 7.9



### ***Community Life (ACLs): Overall Rating - continued***

- Those under 45 rated overall **cultural creativity** higher than those 45 and older:
  - **18-24: 7.9**
  - **25-34: 7.8**
  - **35-44: 7.8**
  - 45-54: 7.6
  - 55-64: 7.4
  - 65 and older: 7.6

### ***Aspects of Community Life (ACLs): Human Needs***

Specifically in regard to human needs, respondents gave **high quality public education** (9.2) and **citizen safety** (9.1) the highest average ratings.

*In the next set of questions I am going to ask you to rate some items according to how important you feel it is to commit resources to that item, in order to make your hopes for Lexington in 2040 a reality [using a 10 to 1 scale, with 10 being “Very Important” and 1 being “Not At All Important”].*

| Human Needs   | Total       |              |
|---|-------------|--------------|
|   | Mean        | Base         |
| <b>Overall Rating</b>                                 | <b>8.56</b> | <b>1,000</b> |
| <b>High quality public education for all students</b> | <b>9.23</b> | <b>1,000</b> |
| <b>Citizen safety and welfare</b>                     | <b>9.12</b> | <b>999</b>   |
| Protection of natural resources                       | 8.65        | 989          |
| Affordable health care                                | 8.47        | 993          |
| Adequate, safe, affordable housing                    | 8.42        | 998          |
| Adequate nutrition for all                            | 8.35        | 995          |
| Access to affordable childcare for all parents        | 8.05        | 982          |

*Note: Very Important=10; Not At All Important=1*

- As indicated by their overall ratings of the ACLs, female respondents rated all of the human needs aspects higher than male respondents:

| Response                                       | Total | Gender |             |
|--|-------|--------|-------------|
|  |       | Male   | Female      |
| High quality public education for all students | 9.23  | 9.13   | <b>9.33</b> |
| Citizen safety and welfare                     | 9.12  | 9.02   | <b>9.21</b> |
| Protection of natural resources                | 8.65  | 8.50   | <b>8.79</b> |
| Affordable health care                         | 8.47  | 8.21   | <b>8.73</b> |
| Adequate, safe, affordable housing             | 8.42  | 8.26   | <b>8.58</b> |
| Adequate nutrition for all                     | 8.35  | 8.02   | <b>8.66</b> |
| Access to affordable childcare for all parents | 8.05  | 7.71   | <b>8.39</b> |

*Note: Very Important=10; Not At All Important=1*

### Aspects of Community Life (ACLs): Human Needs - continued

- African Americans rated **housing, healthcare, childcare** and **nutrition** higher than the average:

| Response                                       | Total | Ethnic Identity |                  |
|--|-------|-----------------|------------------|
|  |       | Caucasian       | African American |
| Adequate, safe, affordable housing             | 8.42  | 8.36            | <b>8.94</b>      |
| Affordable health care                         | 8.47  | 8.42            | <b>8.85</b>      |
| Access to affordable childcare for all parents | 8.05  | 7.96            | <b>8.79</b>      |
| Adequate nutrition for all                     | 8.35  | 8.30            | <b>8.78</b>      |

*Note: Very Important=10; Not At All Important=1*

- Those under 35 rated **housing** and **childcare** higher than those 35 and older:

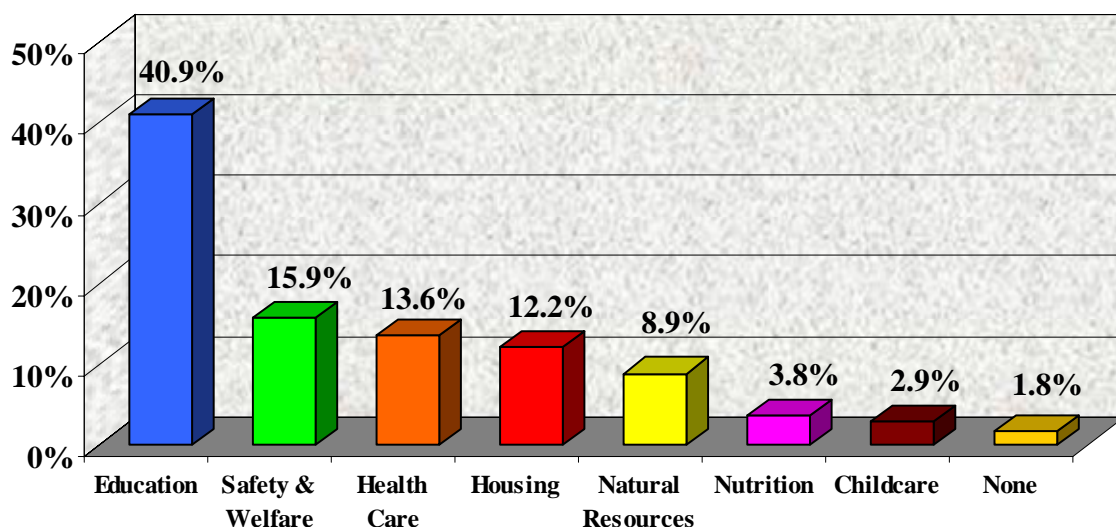
| Response                                       | Total | Age Group   |             |       |       |       |      |
|--|-------|-------------|-------------|-------|-------|-------|------|
|  |       | 18-24       | 25-34       | 35-44 | 45-54 | 55-64 | 65+  |
| Adequate, safe, affordable housing             | 8.42  | <b>8.89</b> | <b>8.66</b> | 8.27  | 8.28  | 8.26  | 8.06 |
| Access to affordable childcare for all parents | 8.05  | <b>8.48</b> | <b>8.15</b> | 7.92  | 7.96  | 7.71  | 8.03 |

*Note: Very Important=10; Not At All Important=1*

### Most Important Human Needs Issue

41% of respondents indicated **high quality public education** was most important among all areas of human need issues.

*Of all of the items just rated, which one stands out as being most important?*



### Aspects of Community Life (ACLs): Human Needs - continued

- Those under 45 rated were more likely than those 45 and older to say that **housing** was the most important:
  - **18-24: 15.5%**
  - **25-34: 14%**
  - **35-44: 14%**
  - 45-54: 10%
  - 55-64: 10%
  - 65 and older: 7%
  
- Those 45 and older were more likely than those under 45 to say that **healthcare** was the most important
  - 18-24: 8%
  - 25-34: 12%
  - 35-44: 12%
  - **45-54: 16%**
  - **55-64: 19%**
  - **65 and older: 17%**
  
- Caucasians and African Americans were more likely than Hispanic respondents to say that **public education** is the most important:
  - **Caucasian: 41%**
  - **African American: 39%**
  - Hispanic: 20%
  
- Downtown residents were most likely to mention **housing** as the most important aspect. They were *least* likely to mention **education** and **protection of natural resources**. North Lexington residents were most likely to mention **education**.

| Response                                       | Total | Area of Lexington |              |       |       |       |
|--|-------|-------------------|--------------|-------|-------|-------|
|  |       | North             | Down-town    | West  | South | East  |
| Adequate, safe, affordable housing             | 12.2% | 5.5%              | <b>24.8%</b> | 12.0% | 8.2%  | 15.3% |
| High quality public education for all students | 40.9% | <b>50.7%</b>      | <b>30.3%</b> | 39.8% | 45.5% | 36.3% |
| Protection of natural resources                | 8.9%  | 9.6%              | <b>4.6%</b>  | 10.2% | 9.6%  | 7.9%  |

Note: Very Important=10; Not At All Important=1

### *Aspects of Community Life (ACLs): Economic Expansion*

Investing resources to create **more high wage/high skill jobs** rated the highest in importance (8.5), followed by **partnering with universities to generate economic development** (8.4). **Incentives for the business community to partner with the government** or sponsor public projects received the lowest rating (7.8).

*When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items.*

| Economic Expansion  | Total       |            |
|---|-------------|------------|
|   | Mean        | Base       |
| <b>Overall Rating</b>   | <b>8.08</b> | <b>998</b> |
| <b>More high wage/high skill jobs</b>   | <b>8.52</b> | <b>994</b> |
| <b>Working more with universities to generate economic development</b>                      | <b>8.38</b> | <b>988</b> |
| Continued learning opportunities for adults to engage in lifelong learning                  | 8.25        | 994        |
| Start-up business opportunities for emerging entrepreneurs                                  | 8.16        | 991        |
| Efforts designed to support and grow Fayette County's agricultural industry                 | 7.99        | 989        |
| Establishing stronger working relationships with adjacent cities for regional cooperation   | 7.90        | 988        |
| Incentives for the business community to partner with government or sponsor public projects | 7.76        | 990        |

*Note: Very Important=10; Not At All Important=1*

- Those under 45 placed greater importance than those 45-64 in creating **higher wage/high skill jobs**:
  - **18-24: 8.6**
  - **25-34: 8.7**
  - **35-44: 8.5**
  - 45-54: 8.4
  - 55-64: 8.2
  
- Respondents age 45-54 rated **start-up business opportunities** *lower* than those in any other age group:
  - 18-24: 8.3
  - 25-34: 8.3
  - 35-44: 8.2
  - 45-54: 8.1
  - **55-64: 7.7**
  - 65+: 8.1

*Aspects of Community Life (ACLs): Economic Expansion – continued*

- Female respondents rated **working with universities, continuing education, supporting the agricultural industry** and **business partnerships with government** higher than male respondents:

| Response  | Total | Gender |             |
|---|-------|--------|-------------|
|   |       | Male   | Female      |
| Working more with universities to generate economic development                             | 8.38  | 8.28   | <b>8.47</b> |
| Continued learning opportunities for adults to engage in lifelong learning                  | 8.25  | 8.02   | <b>8.47</b> |
| Efforts designed to support and grow Fayette County's agricultural industry                 | 7.99  | 7.76   | <b>8.21</b> |
| Incentives for the business community to partner with government or sponsor public projects | 7.76  | 7.62   | <b>7.90</b> |

*Note: Very Important=10; Not At All Important=1*

- African Americans rated all aspects except **supporting the agricultural industry** higher than the average, and higher than Caucasian respondents:

| Response  | Total | Ethnic Identity |                  |
|---|-------|-----------------|------------------|
|   |       | Caucasian       | African American |
| More high wage/high skill jobs  | 8.52  | 8.41            | <b>9.07</b>      |
| Working more with universities to generate economic development                             | 8.38  | 8.29            | <b>8.79</b>      |
| Continued learning opportunities for adults to engage in lifelong learning                  | 8.25  | 8.18            | <b>8.72</b>      |
| Start-up business opportunities for emerging entrepreneurs                                  | 8.16  | 8.08            | <b>8.50</b>      |
| Establishing stronger working relationships with adjacent cities for regional cooperation   | 7.90  | 7.83            | <b>8.34</b>      |
| Incentives for the business community to partner with government or sponsor public projects | 7.76  | 7.64            | <b>8.52</b>      |

*Note: Very Important=10; Not At All Important=1*

- Hispanics rated **working more with universities** and **start-up business opportunities** higher than the average, and higher than Caucasian respondents:

| Response  | Total | Ethnic Identity |             |
|---|-------|-----------------|-------------|
|   |       | Caucasian       | Hispanic    |
| Working more with universities to generate economic development | 8.38  | 8.29            | <b>9.26</b> |
| Start-up business opportunities for emerging entrepreneurs      | 8.16  | 8.08            | <b>8.95</b> |

*Note: Very Important=10; Not At All Important=1*

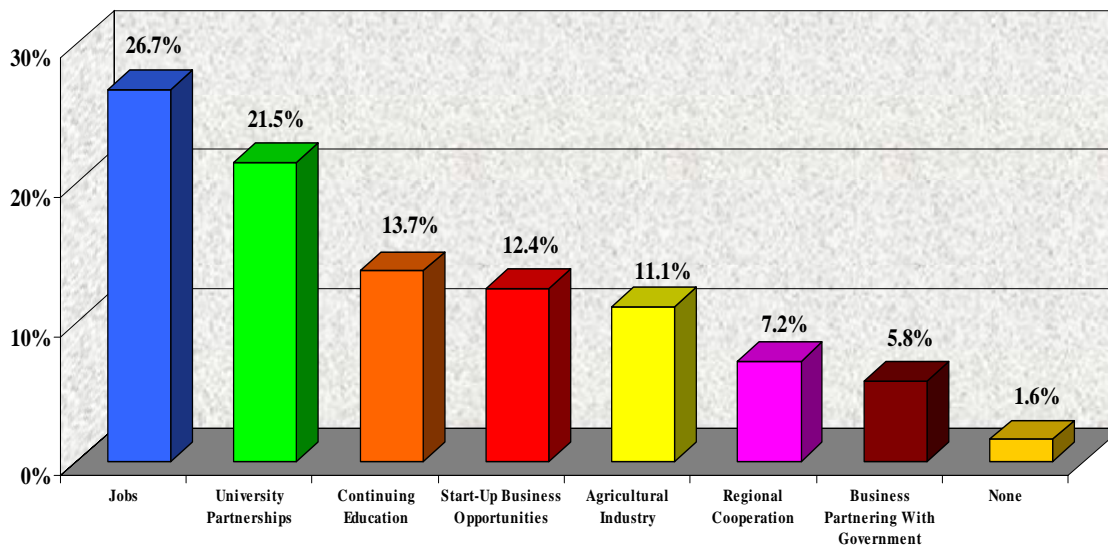
## Aspects of Community Life (ACLs): Economic Expansion – continued

- Downtown residents rated **startup business opportunities** higher than those in any other area of Lexington:
  - North: 8.2
  - **Downtown: 8.6**
  - West: 8.0
  - South: 8.1
  - East: 8.3

## Most Important Economic Expansion Issue

Respondents regarded more **high-wage jobs** (27%), **working with universities** (21.5%), and **continued learning opportunities** (14%) as the most important facets of economic development.

*Of all of the items just rated, which one stands out as being most important?*



- Those under 45 were more likely than older respondents to say **startup business opportunities** are most important. 25-44 year old respondents were *less* likely to value efforts designed to support and grow Fayette County's **agricultural industry** than others:

| Response  | Total | Age Group |       |       |       |       |       |
|---|-------|-----------|-------|-------|-------|-------|-------|
|   |       | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+   |
| Start-up business opportunities for emerging entrepreneurs                  | 12.4% | 15.5%     | 16.5% | 14.7% | 7.7%  | 7.5%  | 8.2%  |
| Efforts designed to support and grow Fayette County's agricultural industry | 11.1% | 12.5%     | 7.2%  | 7.6%  | 13.5% | 14.9% | 14.8% |

*Note: Very Important=10; Not At All Important=1*

- 25-34 year old respondents (34.5%) and African American respondents (36%) were more likely than the average (27%) to mention **more high wage/high skill jobs** as the most important aspect of economic expansion.

### *Aspects of Community Life (ACLs): Economic Expansion – continued*

- African Americans were more likely than Caucasian and Hispanic respondents to say that **startup business opportunities** is most important:
  - Caucasian: 12%
  - **African American: 19%**
  - Hispanic: 5%
- Downtown and East Lexington residents were *less* likely than those in other areas to say that **establishing stronger working relationships with adjacent cities** is important:
  - North: 12%
  - **Downtown: 2%**
  - West: 9%
  - South: 8%
  - **East: 4%**

### *Aspects of Community Life (ACLs): Physical Growth*

Those surveyed indicated that most of the elements of physical growth mentioned are important to the future of the city. All features received an average rating of 8 or higher, with the exception of more multi-unit multi-level housing, which received an average score of 6.3

*And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale?*

| Physical Growth  | Total       |            |
|--|-------------|------------|
|  | Mean        | Base       |
| <b><i>Overall Rating</i></b>   | <b>8.00</b> | <b>999</b> |
| Open greenspace for all neighborhoods  | 8.65        | 996        |
| Programs designed to preserve Fayette County's rural landscape                     | 8.55        | 994        |
| Construction of buildings and infrastructure that is more environmentally friendly | 8.39        | 993        |
| New and efficient public transportation alternatives                               | 8.26        | 994        |
| Bike paths and trails, and pedestrian-friendly sidewalks                           | 8.09        | 998        |
| More multiple-unit, multi-level housing such as apartments and condominiums        | 6.27        | 993        |

*Note: Very Important=10; Not At All Important=1*

### Aspects of Community Life (ACLs): Physical Growth - continued

- Respondents under 35 rated **public transportation** and **bike paths/trails/sidewalks** higher than those 35 and older. Additionally, while not rated as highly overall as the other aspects of physical growth, 18-24 year olds rated **multi-unit/level housing** higher than the average (and any other age group):

| Response  | Total | Age Group   |             |       |       |       |      |
|---|-------|-------------|-------------|-------|-------|-------|------|
|   |       | 18-24       | 25-34       | 35-44 | 45-54 | 55-64 | 65+  |
| New and efficient public transportation alternatives                        | 8.26  | <b>8.35</b> | <b>8.55</b> | 8.12  | 8.26  | 7.86  | 8.39 |
| Bike paths and trails, and pedestrian-friendly sidewalks                    | 8.09  | <b>8.30</b> | <b>8.35</b> | 8.04  | 7.88  | 7.94  | 7.91 |
| More multiple-unit, multi-level housing such as apartments and condominiums | 6.27  | <b>6.93</b> | 6.31        | 6.13  | 5.79  | 5.90  | 6.51 |

Note: Very Important=10; Not At All Important=1

- Female respondents rated all physical growth aspects except **multiple-unit, multi-level housing** higher than male respondents:

| Response   | Total | Gender |             |
|--|-------|--------|-------------|
|  |       | Male   | Female      |
| Open greenspace for all neighborhoods  | 8.65  | 8.40   | <b>8.88</b> |
| Programs designed to preserve Fayette County's rural landscape                     | 8.55  | 8.22   | <b>8.55</b> |
| Construction of buildings and infrastructure that is more environmentally friendly | 8.39  | 8.01   | <b>8.76</b> |
| New and efficient public transportation alternatives                               | 8.26  | 7.88   | <b>8.64</b> |
| Bike paths and trails, and pedestrian-friendly sidewalks                           | 8.09  | 7.79   | <b>8.39</b> |

Note: Very Important=10; Not At All Important=1

- African Americans rated **public transportation** higher than Caucasian respondents, and rated **housing** higher than the average (including Caucasian respondents):

| Response  | Total | Ethnic Identity |                  |
|---|-------|-----------------|------------------|
|   |       | Caucasian       | African American |
| New and efficient public transportation alternatives                        | 8.26  | 8.20            | <b>8.58</b>      |
| More multiple-unit, multi-level housing such as apartments and condominiums | 6.27  | 6.11            | <b>7.06</b>      |

Note: Very Important=10; Not At All Important=1



### Aspects of Community Life (ACLs): Physical Growth - continued

- Downtown and North Lexington residents rated **public transportation** and **housing** higher than those in the other areas of the city:

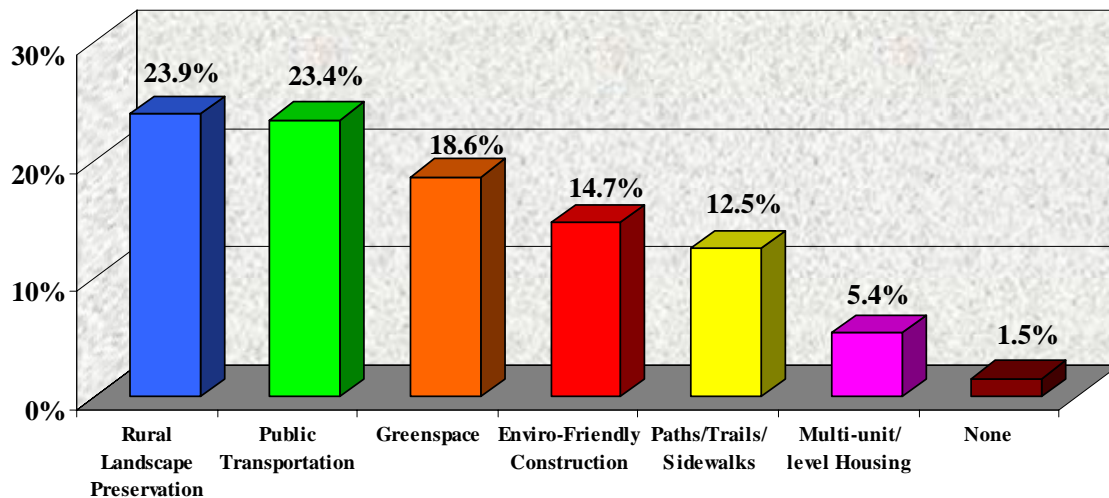
| Response  | Total | Area of Lexington |             |      |       |      |
|---|-------|-------------------|-------------|------|-------|------|
|   |       | North             | Down-town   | West | South | East |
| New and efficient public transportation alternatives                        | 8.26  | <b>8.72</b>       | <b>8.53</b> | 8.35 | 8.09  | 8.13 |
| More multiple-unit, multi-level housing such as apartments and condominiums | 6.27  | <b>6.72</b>       | <b>6.71</b> | 6.21 | 6.14  | 6.16 |

*Note: Very Important=10; Not At All Important=1*

### Most Important Physical Growth Issue

Programs designed to **preserve Fayette County's landscape** were considered to be the most important aspect of physical growth mentioned (24%), followed by **new and efficient transportation alternatives** (23%), and **open greenspace** (19%).

*Of all of the items just rated, which one stands out as being most important?*



- Respondents under age 55 were more likely than those 55 and older to say that **new and efficient public transportation alternatives** is most important:
  - **18-24: 24%**
  - **25-34: 30%**
  - **35-44: 22%**
  - **45-54: 25%**
  - 55-64: 19%
  - 65+: 18%

### *Aspects of Community Life (ACLs): Physical Growth - continued*

- 18-24 year old respondents were more likely than those age 25-64 to say that **multi-level/unit housing** is most important:
  - **18-24: 9%**
  - 25-34: 4%
  - 35-44: 4%
  - 45-54: 6%
  - 55-64: 4.5%
- Those that have lived in Lexington more than 40 years were more likely than the average to say programs designed to **preserve the county's landscape** is most important (33% compared to 24%), while those who have lived in the city less than 10 years were more likely to say **public transportation alternatives** is most important (32% compared to 23%).

### *Aspects of Community Life (ACLs): Cultural Creativity*

Cultural creativity was not as important to respondents as other aspects of community life. However, participants still valued cultural creativity and rated each element 7.5 or higher. Having a **vibrant downtown** (8.4) received the highest rating, followed by having a greater **diversity of cultural events** (7.7), and **attracting visitors and encouraging tourism** (7.7).

*Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community.*

| Cultural Creativity   | Total       |            |
|---|-------------|------------|
|   | Mean        | Base       |
| <b>Overall Rating</b>   | <b>7.72</b> | <b>998</b> |
| <b>A vibrant downtown</b>   | <b>8.38</b> | <b>997</b> |
| <b>A greater diversity of cultural events that will appeal to many types of different people</b>  | <b>7.72</b> | <b>991</b> |
| <b>Attracting visitors and encouraging tourism</b>  | <b>7.71</b> | <b>992</b> |
| Performing arts facilities and public art   | 7.67        | 992        |
| A district in the community where a variety of arts and entertainment facilities would be located | 7.66        | 989        |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand                  | 7.48        | 987        |

*Note: Very Important=10; Not At All Important=1*

### Aspects of Community Life (ACLs): Cultural Creativity - continued

- For respondents between 18-64 years old, **having a vibrant downtown, a greater diversity of cultural events, and an arts & entertainment community** decreases in importance as age increases:

| Response  | Total | Age Group |       |       |       |       |
|---|-------|-----------|-------|-------|-------|-------|
|   |       | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 |
| A vibrant downtown  | 8.38  | 8.97      | 8.63  | 8.42  | 8.19  | 7.78  |
| A greater diversity of cultural events that will appeal to many types of different people         | 7.72  | 8.23      | 7.98  | 7.78  | 7.58  | 7.03  |
| A district in the community where a variety of arts and entertainment facilities would be located | 7.66  | 8.17      | 7.83  | 7.66  | 7.48  | 7.14  |

Note: Very Important=10; Not At All Important=1

- Female respondents rated all cultural creativity aspects higher than male respondents:

| Response  | Total | Gender |             |
|---|-------|--------|-------------|
|   |       | Male   | Female      |
| A vibrant downtown  | 8.38  | 8.25   | <b>8.50</b> |
| A greater diversity of cultural events that will appeal to many types of different people         | 7.72  | 7.54   | <b>7.89</b> |
| Attracting visitors and encouraging tourism   | 7.71  | 7.54   | <b>7.87</b> |
| Performing arts facilities and public art   | 7.67  | 7.39   | <b>7.94</b> |
| A district in the community where a variety of arts and entertainment facilities would be located | 7.66  | 7.43   | <b>7.89</b> |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand                  | 7.48  | 7.27   | <b>7.67</b> |

Note: Very Important=10; Not At All Important=1

- Individuals 65 years and older (7.9 compared to 7.5) and those who have lived in Lexington more than 40 years (7.8 compared to 7.5) were more likely than the average to cite the importance of **regional or national promotion of Lexington's "Horse Capital of the World."**
- African Americans rated **diversity of cultural events** and **arts & entertainment community** higher than the average and higher than Caucasian respondents:

| Response  | Total | Ethnic Identity |                  |
|---|-------|-----------------|------------------|
|   |       | Caucasian       | African American |
| A greater diversity of cultural events that will appeal to many types of different people         | 7.72  | 7.57            | <b>8.54</b>      |
| A district in the community where a variety of arts and entertainment facilities would be located | 7.66  | 7.55            | <b>8.28</b>      |

Note: Very Important=10; Not At All Important=1

### Aspects of Community Life (ACLs): Cultural Creativity - continued

- Downtown and North Lexington residents rated a **vibrant downtown**, **greater diversity of cultural events**, and an **arts & entertainment community** higher than those in the other areas of the city:

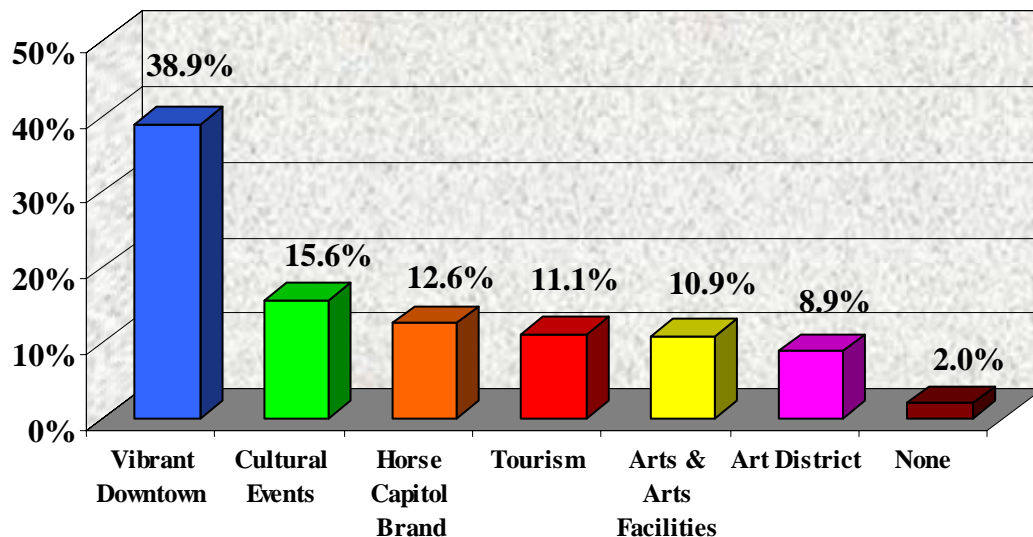
| Response  | Total | Area of Lexington |             |      |       |      |
|---|-------|-------------------|-------------|------|-------|------|
|   |       | North             | Down-town   | West | South | East |
| A vibrant downtown  | 8.38  | <b>8.69</b>       | <b>8.64</b> | 8.12 | 8.38  | 8.47 |
| A greater diversity of cultural events that will appeal to many types of different people         | 7.72  | <b>8.13</b>       | <b>8.17</b> | 7.56 | 7.70  | 7.57 |
| A district in the community where a variety of arts and entertainment facilities would be located | 7.66  | <b>8.07</b>       | <b>8.10</b> | 7.55 | 7.61  | 7.53 |

Note: Very Important=10; Not At All Important=1

### Most Important Cultural Creativity Issue

When participants were asked to describe what aspect of Lexington's cultural creativity was most important to them, individuals interviewed ranked a **vibrant downtown** (39%) and a **greater diversity of cultural events** (16%) as most important. 13% of participants ranked **regional or national promotion of Lexington's Horse Capital of the World** as most important.

*Of all of the items just rated, which one stands out as being most important?*



- Individuals over 65 and those that had resided in Lexington more than 40 years were most likely to name regional or national **promotion of Lexington's "Horse Capital of the World" brand** as the most important cultural aspect (19% compared to 13% for each).
- Those over 65 were *less* likely than the average to say that having a **vibrant downtown** (28% compared to 39%) and a **greater diversity of cultural events** (10% compared to 16%) was the most important aspect.

### Most Important Cultural Creativity Issue - continued

- Those under age 54 were more likely than younger respondents to mention **a vibrant downtown** as most important, while those 45 and older were more likely than younger respondents to mention **performing arts facilities and public art** as most important:

| Response                                  | Total | Age Group    |              |              |              |              |              |
|---|-------|--------------|--------------|--------------|--------------|--------------|--------------|
|   |       | 18-24        | 25-34        | 35-44        | 45-54        | 55-64        | 65+          |
| A vibrant downtown                        | 38.9% | <b>44.6%</b> | <b>43.8%</b> | <b>38.8%</b> | <b>40.4%</b> | 33.6%        | 27.9%        |
| Performing arts facilities and public art | 10.9% | 11.3%        | 7.2%         | 8.0%         | <b>13.5%</b> | <b>14.2%</b> | <b>14.8%</b> |

Note: Very Important=10; Not At All Important=1

- African Americans were more likely than the average (and Caucasian respondents) to say that **diversity of cultural events** and **arts & entertainment community** were the most important aspects:

| Response  | Total | Ethnic Identity |                  |
|---|-------|-----------------|------------------|
|   |       | Caucasian       | African American |
| A greater diversity of cultural events that will appeal to many types of different people         | 15.6% | 13.8%           | <b>24.4%</b>     |
| A district in the community where a variety of arts and entertainment facilities would be located | 8.9%  | 7.6%            | <b>15.7%</b>     |

Note: Very Important=10; Not At All Important=1

- Downtown residents were more likely than those in other areas to say that **having a greater diversity of cultural events** is the most important, and *less* likely than those in other areas to say that **promotion of the “Horse Capital of the World” brand** is:

| Response  | Total        | Area of Lexington |              |              |              |              |
|---|--------------|-------------------|--------------|--------------|--------------|--------------|
|   |              | North             | Downtown     | West         | South        | East         |
| A greater diversity of cultural events that will appeal to many types of different people | 15.6%        | 9.6%              | <b>22.9%</b> | 13.5%        | 17.8%        | 12.6%        |
| Regional or national promotion of Lexington's “Horse Capital of the World” brand          | <b>12.6%</b> | <b>9.6%</b>       | 5.5%         | <b>13.9%</b> | <b>12.7%</b> | <b>15.8%</b> |

Note: Very Important=10; Not At All Important=1

## What One Thing Would Make Lexington More Attractive For Teens

42% of respondents said having more overall **things to do** in Lexington would make it more attractive for teens, including 19% who cited **more/better facilities/centers/places to hang out/socialize**. Overall **entertainment** (20%) was the second mention, including 17% who cited **more/better entertainment options**, followed by more **parks and playgrounds** (12%).

*What one thing would make Lexington more attractive for teens?*

| Response   | Total        |            |
|--|--------------|------------|
|  | %            | #          |
| <b>Things to do (CUME)</b>   | <b>41.9%</b> | <b>419</b> |
| <b>More/better facilities/centers/places to hang out/socialize</b> | <b>19.2%</b> | <b>192</b> |
| More community/school/general activities                           | 13.0%        | 130        |
| More recreational activities/outdoor activities/sports             | 9.7%         | 97         |
| More/bigger/better shopping malls                                  | 1.0%         | 10         |
| <b>Entertainment (CUME)</b>  | <b>19.8%</b> | <b>198</b> |
| <b>More/better entertainment</b>                                   | <b>17.0%</b> | <b>170</b> |
| Nightclubs/Teen nightclubs   | 2.9%         | 29         |
| <b>Parks/playgrounds (CUME)</b>                                    | <b>12.4%</b> | <b>124</b> |
| More/better city parks/playgrounds/greenspace                      | 8.2%         | 82         |
| More/better skate parks  | 2.1%         | 21         |
| An amusement park  | 2.1%         | 21         |
| Safety   | 5.4%         | 54         |
| Better education/schools   | 3.9%         | 39         |
| Jobs   | 2.6%         | 26         |
| Other <sup>1</sup>   | 9.4%         | 94         |
| Nothing  | 0.9%         | 9          |
| Don't know   | 10.6%        | 106        |

- 44% of 18-24 year old respondents said having more overall **things to do** in Lexington would make it more attractive for teens.
- Females were more likely than males to mention **things to do** (47% compared to 36%) and **safety** (8% compared to 3%).
- Those who have lived in Lexington for less than 10 years and residents of North Lexington (19% each compared to 12%) were more likely to mention **parks/playgrounds**.

<sup>1</sup> See appendix for "other" responses.

## What One Thing Would Make Lexington More Attractive For People In Their 20s

Respondents were most likely to say having **more things to do** (40%) would make Lexington more attractive for people in their 20's, including 21% who mentioned **more entertainment/nightclub options**. Having a **vibrant downtown** (16%), and **more/better job opportunities** (13%) were also mentioned as a way to make the city more appealing to that age group.

*What one thing would make Lexington more attractive for people in their 20s?*

| Response  | Total        |            |
|---|--------------|------------|
|   | %            | #          |
| <b>Things to do (CUME)</b>  | <b>40.1%</b> | <b>401</b> |
| <b>More entertainment/nightlife/nighttime entertainment options</b> | <b>20.8%</b> | <b>208</b> |
| More/better nightclubs/bars   | 9.4%         | 94         |
| Sports/outdoor/recreational activities                              | 5.6%         | 56         |
| More activities/places to network/socialize (general)               | 2.5%         | 25         |
| More/better parks/greenspace  | 1.5%         | 15         |
| Community programs/events   | 1.2%         | 12         |
| <b>Vibrant downtown</b>   | <b>16.2%</b> | <b>162</b> |
| Jobs/Cost of living (CUME)  | 14.7%        | 147        |
| <b>More/better/higher-paying jobs/job opportunities</b>             | <b>13.2%</b> | <b>132</b> |
| Affordable housing  | 1.5%         | 15         |
| Education   | 8.9%         | 89         |
| Music/Culture (CUME)  | 8.3%         | 83         |
| More/better music/live music venues                                 | 4.5%         | 45         |
| Cultural opportunities  | 3.9%         | 39         |
| Other <sup>1</sup>  | 6.0%         | 60         |
| Nothing   | 1.5%         | 15         |
| Don't know  | 8.4%         | 84         |

- 18-24 year olds (16% compared to 9%) and 25-34 year olds (14% compared to 9%) were more likely than the average to say **more/better nightclubs/bars** would make Lexington more attractive. Additionally, 18-24 year olds were more likely than those in other age groups to mention more **music/culture**.
- North and south Lexington residents were more likely than those in other areas to say that **improving jobs/cost of Lexington** as a way to benefit people in their 20's:
  - **North: 18%**
  - Downtown: 11%
  - West: 12%
  - **South: 18%**
  - East: 13%

<sup>1</sup> See appendix for "other" responses.



## What One Thing Would Make Lexington More Attractive For Young Married People

**Jobs/cost of living** factors (33%) and **things to do** (31%) were the top overall things mentioned as ways to benefit young married people. Specific items mentioned include **affordable/nicer housing** (20%), **more entertainment/nightlife options** (13%) and **more/better job opportunities** (12%).

*What one thing would make Lexington more attractive for young married people?*

| Response   | Total        |            |
|--|--------------|------------|
|  | %            | #          |
| <b>Jobs/Cost of living (CUME)</b>                            | <b>32.9%</b> | <b>329</b> |
| Affordable housing/Nicer housing                             | 19.7%        | 197        |
| More/better jobs   | 11.9%        | 119        |
| Affordable/more affordable entertainment                     | 1.8%         | 18         |
| <b>Things to do (CUME)</b>                                   | <b>31.1%</b> | <b>311</b> |
| More entertainment/nightlife/nighttime entertainment options | 12.7%        | 127        |
| Cultural/arts options/venues                                 | 6.9%         | 69         |
| Better parks/greenspace/walking paths/trails                 | 5.3%         | 53         |
| Restaurants  | 2.3%         | 23         |
| Recreational activities                                      | 1.5%         | 15         |
| Community events/involvement                                 | 1.2%         | 12         |
| Churches   | 1.0%         | 10         |
| Social networking  | 0.6%         | 6          |
| Sporting events  | 0.5%         | 5          |
| <b>Family/kids (CUME)</b>                                    | <b>15.5%</b> | <b>155</b> |
| Good schools/educational opportunities                       | 4.6%         | 46         |
| Family events/Kid-friendly activities                        | 4.1%         | 41         |
| Childcare  | 3.9%         | 39         |
| Safer community/neighborhoods                                | 3.2%         | 32         |
| Vibrant downtown   | 6.8%         | 68         |
| Other <sup>1</sup>   | 6.8%         | 51         |
| Nothing  | 1.6%         | 16         |
| Don't know   | 8.1%         | 81         |

- 18-24 year old respondents were more likely to say that having a **vibrant downtown** would make Lexington more attractive for young married people.
- 40% of 25-34 year olds and 36% of 35-44 year olds mentioned overall **jobs/cost of living** factors, including 15.5% of those 25-34 and 14% of those 35-44 who said **more/better jobs** would make Lexington more attractive for young married people.

<sup>1</sup> See appendix for "other" responses.



### ***What One Thing Would Make Lexington More Attractive For Young Married People - continued***

- Caucasian and African American respondents were more likely than Hispanic respondents to mention overall **jobs/cost of living** factors and **housing**:

| Response                         | Total | Ethnic Identity |                  |          |
|----------------------------------|-------|-----------------|------------------|----------|
|                                  |       | Caucasian       | African American | Hispanic |
| Jobs/Cost of living (CUME)       | 32.9% | <b>32.8%</b>    | <b>38.6%</b>     | 5.0%     |
| Affordable housing/Nicer housing | 19.7% | <b>20.0%</b>    | <b>20.5%</b>     | 5.0%     |

- Caucasians were more likely than African Americans to mention the following:
  - Overall family/kids aspects (17% compared to 8%)
  - Better parks/greenspace/walking paths/trails (6% compared to 2%)
  - Family events/Kid-friendly activities (5% compared to 2%)
  - Safer community/neighborhoods (4% compared to 1%)

## ***What One Thing Would Make Lexington More Attractive For Families***

Half of those surveyed indicated having **things to do** would make Lexington more attractive for families in the community, including 18% who mentioned **parks/playgrounds/greenspace**.

*What one thing would make Lexington more attractive for families?*

| Response  | Total        |            |
|---|--------------|------------|
|   | %            | #          |
| <b>Things to do (CUME)</b>                          | <b>50.9%</b> | <b>509</b> |
| <b>Parks/Playgrounds/Greenspace</b>                 | <b>17.8%</b> | <b>178</b> |
| Family events/Family-friendly entertainment/venues  | 15.6%        | 156        |
| Recreational and/or community activities/facilities | 7.9%         | 79         |
| More/better entertainment/entertainment options     | 4.7%         | 47         |
| Cultural events                                     | 3.3%         | 33         |
| Amusement park/Water park                           | 3.0%         | 30         |
| Churches  | 1.1%         | 11         |
| <b>Kids (CUME)</b>                                  | <b>22.3%</b> | <b>223</b> |
| Good schools  | 13.9%        | 139        |
| Safe neighborhoods/community                        | 5.0%         | 50         |
| Child care  | 3.6%         | 36         |
| <b>Jobs/Cost of living (CUME)</b>                   | <b>18.8%</b> | <b>188</b> |
| Affordable housing                                  | 11.5%        | 115        |
| Good jobs/economy                                   | 3.5%         | 35         |
| Affordable healthcare                               | 2.0%         | 20         |
| More affordable/affordable entertainment            | 1.9%         | 19         |
| Other <sup>1</sup>                                  | 6.1%         | 46         |
| Nothing   | 1.0%         | 10         |
| Don't know  | 3.6%         | 36         |

- Caucasian respondents were more likely than African American respondents to say **good schools** would make Lexington more attractive for families (15% compared to 8%).
- African American respondents were more likely than Caucasian respondents to say overall **jobs/cost of living factors** would appeal to Lexington families (24% compared to 18%).

<sup>1</sup> See appendix for “other” responses.

## One Thing That Would Make Lexington More Attractive For Empty Nesters

Over half of respondents said that having **things to do** would make the city more attractive to Lexington empty-nesters, with 23% specifically citing **entertainment and cultural activities**.

*What one thing would make Lexington more attractive for empty-nesters?*

| Response   | Total        |            |
|--|--------------|------------|
|  | %            | #          |
| <b>Things to do (CUME)</b>                                       | <b>52.2%</b> | <b>522</b> |
| <b>Entertainment/activities/cultural events</b>                  | <b>22.9%</b> | <b>229</b> |
| Social networking/Social involvement/Places to socialize         | 6.3%         | 63         |
| Greenspace/Parks/Walking trails                                  | 4.6%         | 46         |
| Community activities/events                                      | 4.0%         | 40         |
| Senior programs/Retirement communities                           | 3.9%         | 39         |
| Outdoor/recreational activities/Opportunities for staying active | 3.4%         | 34         |
| Volunteer  | 2.3%         | 23         |
| Educational opportunities  | 2.0%         | 20         |
| Shopping   | 1.5%         | 15         |
| Golf courses   | 0.8%         | 8          |
| Places to relax/Quiet places/Leisure activity places             | 0.8%         | 8          |
| Church   | 0.5%         | 5          |
| <b>Jobs/Cost of living (CUME)</b>                                | <b>12.5%</b> | <b>125</b> |
| Affordable housing/housing in general                            | 7.0%         | 70         |
| Health care  | 3.0%         | 30         |
| Employment opportunities   | 1.9%         | 19         |
| Lower taxes  | 0.7%         | 7          |
| Vibrant downtown   | 4.1%         | 41         |
| Transportation   | 2.8%         | 28         |
| Safety/Security  | 2.4%         | 24         |
| Other <sup>1</sup>   | 5.3%         | 53         |
| Nothing  | 3.4%         | 34         |
| Don't know   | 18.4%        | 184        |

- 45% of 55-64 year old respondents and 52% of 65 and older respondents said that having **things to do** would make Lexington more attractive for empty-nesters.
- African Americans were more likely than Caucasians to mention having **things to do** (61% compared to 51%).
- 17% of those 55-64 mentioned **jobs/cost of living** factors as a means of making the city more attractive.

<sup>1</sup> See appendix for "other" responses.

## What One Thing Would Make Lexington More Attractive For Retirees

42% of those surveyed said having **things to do** would make Lexington more attractive for retirees, including 12% who mentioned **community activities/senior programs** and more **entertainment/ cultural events**.

*What one thing would make Lexington more attractive for retirees?*

| Response  | Total        |            |
|---|--------------|------------|
|   | %            | #          |
| <b>Things to do (CUME)</b>                            | <b>41.8%</b> | <b>418</b> |
| <b>Community activities/Community senior programs</b> | <b>11.8%</b> | <b>118</b> |
| <b>Entertainment/Cultural events</b>                  | <b>11.6%</b> | <b>116</b> |
| Recreational/outdoor recreational opportunities       | 7.9%         | 79         |
| Volunteer opportunities                               | 3.4%         | 34         |
| Greenspace/Parks                                      | 2.3%         | 23         |
| Continuing education                                  | 1.9%         | 19         |
| Golf courses  | 1.7%         | 17         |
| More activities/access to activities downtown         | 1.7%         | 17         |
| Churches  | 0.3%         | 3          |
| Healthcare/Senior care                                | 18.3%        | 183        |
| Healthcare/benefits                                   | 9.3%         | 93         |
| Retirement communities/Assisted living                | 9.2%         | 92         |
| Better public transportation                          | 8.9%         | 89         |
| Jobs/Cost of living (CUME)                            | 8.1%         | 81         |
| Affordable housing                                    | 5.4%         | 54         |
| Lower taxes/Tax breaks                                | 1.4%         | 14         |
| Job opportunities                                     | 1.3%         | 13         |
| Safety/Security                                       | 2.6%         | 26         |
| Other <sup>1</sup>                                    | 5.0%         | 50         |
| Nothing   | 3.1%         | 31         |
| Don't know  | 13.5%        | 135        |

- 48% of those age 65 and older mentioned having **things to do**, while 11.5% mentioned items related to **health/senior care**.
- Respondents 65 and older were more likely than the average to say having **better public transportation** would make Lexington more appealing to retirees.
- African Americans were more likely than the average to mention overall **things to do** (51% compared to 42%) and **community activities/senior programs** (20.5% compared to 12%). They were also more likely than Caucasians to mention these:
  - Things to do (CUME) (51% compared to 40%)
  - Community activities/Community senior programs (20.5% compared to 10%)

<sup>1</sup> See appendix for “other” responses.

### ***What One Thing Would Make Lexington More Attractive For Retirees - continued***

- North Lexington residents were *less* likely than those in other areas to mention **health/senior care** factors:
  - ***North: 7%***
  - Downtown: 23%
  - West: 18%
  - South: 17%
  - East: 22%

## What One Thing Would Increase Connection/Belonging To Community

Almost a quarter of respondents (23%) said nothing they could think of would increase their sense of belonging to the Lexington community. A variety of other topics were mentioned, but the top mentions were related to **things to do** (24%) and **city government** (15%).

*What one thing would increase your sense of connection and belonging to the Lexington community?*

| Response  | Total        |            |
|---|--------------|------------|
|   | %            | #          |
| <b>Things to do (CUME)</b>  | <b>23.7%</b> | <b>273</b> |
| Vibrant downtown/Downtown nightlife/entertainment                               | 8.8%         | 88         |
| Community activities/events   | 5.7%         | 57         |
| Cultural activities   | 4.6%         | 46         |
| Greenspace/parks  | 1.6%         | 16         |
| More bike/walking paths/trails  | 1.5%         | 15         |
| Senior activities   | 1.3%         | 13         |
| Church involvement  | 1.3%         | 13         |
| <b>City government (CUME)</b>   | <b>15.3%</b> | <b>153</b> |
| More accessible government/Better government                                    | 5.8%         | 58         |
| Better communication between city/city government and public/Community meetings | 4.1%         | 41         |
| Better urban planning/development   | 2.0%         | 20         |
| Public transportation   | 1.9%         | 19         |
| Better/cheaper Schooling  | 1.8%         | 18         |
| Community Involvement (CUME)  | 9.6%         | 96         |
| Feeling of being able to make a difference/Community involvement                | 4.4%         | 44         |
| Volunteer opportunities   | 2.1%         | 21         |
| More interaction with neighbors   | 1.7%         | 17         |
| Better environmental awareness  | 1.4%         | 14         |
| Jobs/Cost of Living (CUME)  | 4.4%         | 44         |
| More/better employment opportunities  | 2.4%         | 24         |
| Lower cost of living  | 1.1%         | 11         |
| Lower taxes   | 0.9%         | 9          |
| Health & Safety (CUME)  | 3.0%         | 30         |
| Availability of better healthcare   | 0.6%         | 6          |
| Safety  | 2.4%         | 24         |
| Other <sup>1</sup>  | 14.0%        | 113        |
| Nothing   | 22.7%        | 227        |
| Don't know  | 11.4%        | 114        |

<sup>1</sup> See appendix for "other" responses.

### ***What One Thing Would Increase Connection/Belonging To Community - continued***

- 18-24 year old residents were more likely than the average to mention **jobs/cost of living** factors (11% compared to 4%), including having **more/better employment** opportunities (9% compared to 2%). They were also more likely to mention **better/cheaper schooling** (6% compared to 2%).
- Those between the ages of 25-54 were more likely overall to mention having **things to do**:
  - 18-24: 20%
  - **25-34: 25%**
  - **35-44: 26%**
  - **45-54: 29.5%**
  - 55-64: 17%
  - 65+: 22%
- Respondent under age 55 were more likely than those 55 and older to mention **having a vibrant downtown/nightlife/entertainment**:
  - **18-24: 11%**
  - **25-34: 10%**
  - **35-44: 9%**
  - **45-54: 11%**
  - 55-64: 6%
  - 65+: 3%
- Residents age 45-54 were more likely than the average to list overall aspects of **community involvement** (16% compared to 10%).
- Those under the age of 54 were *significantly more likely* than individuals over the age of 65 to say having a **vibrant downtown** would increase their sense of connection to Lexington.
- South Lexington residents were *more likely* than the average to mention aspects of **community involvement** as methods to increase their sense of connection to the Lexington community.
- Males were more likely than females to mention **city government** overall (18% compared to 13%), including **more accessible/better government** (8% compared to 4%).
- Lexington's southside residents were *less* likely than those in other areas to say that **having things to do** would increase their connection to the city:
  - North: 29%
  - Downtown: 25%
  - West: 28%
  - **South: 17.5%**
  - East: 27%
- Downtown residents were more likely than the average to mention **jobs/cost of living** factors overall (10% compared to 4%), including **more/better employment opportunities** (7% compared to 2%).

## Other Important Considerations For Planning Lexington's Future

A majority of participants (56%) did not have a suggestion about other topics that should be considered. Among those who did, topics relating to the **city government** and **development** were mentioned most frequently.

*Are there any other topics that we didn't cover that you think are important to consider in planning for Lexington's future?*

| Response  | Total        |            |
|---|--------------|------------|
|   | %            | #          |
| <b>None</b>   | <b>56.0%</b> | <b>560</b> |
| <b>City government (CUME)</b>   | <b>13.7%</b> | <b>137</b> |
| Traffic/road issues   | 7.7%         | 77         |
| Better schools  | 2.4%         | 24         |
| Transportation  | 2.3%         | 23         |
| Sewer system situation/issues   | 1.2%         | 12         |
| Water company ownership/issues  | 0.8%         | 8          |
| Handicap accessible   | 0.6%         | 6          |
| <b>Development (CUME)</b>   | <b>11.6%</b> | <b>116</b> |
| Better urban planning/development   | 6.6%         | 66         |
| Environmentally friendly/sustainable development/Conserve the rural landscape | 2.2%         | 22         |
| Downtown preservation/development (not including CentrePointe)                | 1.6%         | 16         |
| CentrePointe issue  | 0.7%         | 7          |
| More trees/landscape/greenspace   | 1.3%         | 13         |
| More growth/development   | 0.3%         | 3          |
| <b>Things to do (CUME)</b>  | <b>3.9%</b>  | <b>39</b>  |
| More activities/events/cultural things to do in general                       | 2.4%         | 24         |
| Revitalizing/bringing more activities to downtown                             | 1.5%         | 15         |
| Increase in safety  | 3.2%         | 32         |
| Complaints about the government   | 2.8%         | 28         |
| Other <sup>1</sup>  | 14.6%        | 146        |
| Don't know  | 0.5%         | 5          |

- The following were more likely than the average to say they had no other topics for consideration for future planning:
  - 18-24 year olds (76% compared to 56%)
  - African Americans (65% compared to 56%)
- Respondents 35-64 were more likely than those under 35 to mention **city government** issues:
  - 18-24: 9%
  - 25-34: 11%
  - **35-44: 17%**
  - **45-54: 16%**
  - **55-64: 17%**

<sup>1</sup> See appendix for "other" responses.



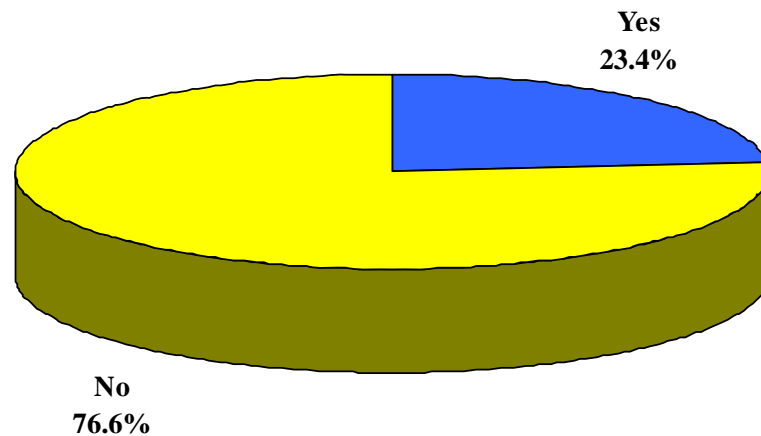
### ***Other Important Considerations For Planning Lexington's Future - continued***

- Residents over the age of 55 were most likely to mention overall issues relating to **development**. They were more likely to bring up this topic at the close of the survey than 18-24 year olds, who were *least* likely to mention **development** issues:
  - **18-24: 5%**
  - 25-34: 10%
  - 35-44: 12%
  - 45-54: 13.5%
  - **55-64: 16%**
  - **65+: 16%**
- Those living in Lexington more than 40 years were more likely than the average to mention **urban planning**, which they mentioned more than the average (11% compared to 7%).
- North Lexington residents cited **better schools** more than the average (10% compared to 2%).

### ***Previous Knowledge of Destination 2040***

Only 23% of respondents had heard of Destination 2040 before taking the survey.

*Before today, had you ever heard of Destination 2040?*



- 18-24 year olds (86%) and north Lexington residents (90%) were *least* likely to have been previously aware of Destination 2040.

### *[If aware] Participation In Destination 2040 Meetings*

Of the 234 respondents who had previously heard of Destination 2040, 39% read about it in the newspaper and 15% received information from television.

*Where had you heard about it?\**  
(Base: 234)

| Response                    | Total        |           |
|-----------------------------|--------------|-----------|
|                             | %            | #         |
| <b>Newspaper</b>            | <b>39.3%</b> | <b>92</b> |
| <b>Television</b>           | <b>15.4%</b> | <b>36</b> |
| Radio                       | 8.5%         | 20        |
| Friend/Family/Word-of-Mouth | 7.3%         | 17        |
| News (general)              | 7.3%         | 17        |
| Work                        | 6.8%         | 16        |
| School                      | 4.3%         | 10        |
| Civic meeting/event         | 3.4%         | 8         |
| Non-civic/other meeting     | 3.0%         | 7         |
| Website/Internet            | 2.6%         | 6         |
| Other <sup>1</sup>          | 4.3%         | 10        |
| Don't recall                | 1.7%         | 4         |

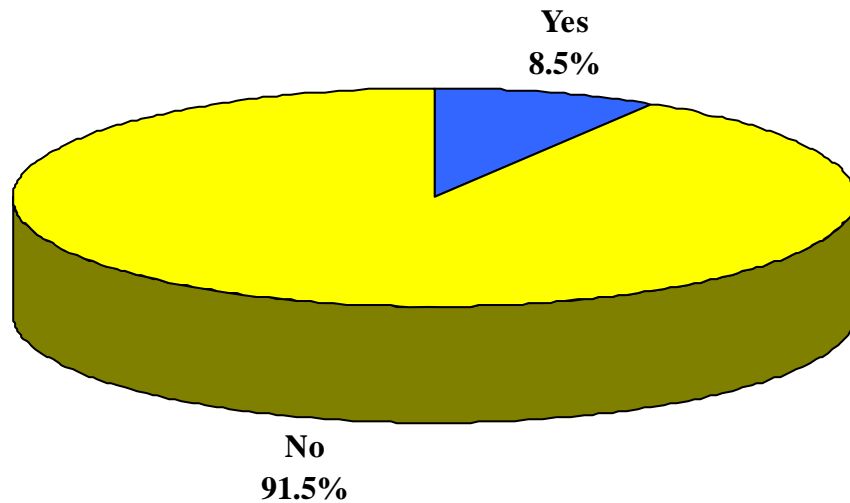
- Among the 18-24 year olds who were previously aware of Destination 2040, 25% had heard of it through school.

<sup>1</sup> Other responses include: Media (2). Church (2). Local magazines. Ollie Donovan scholarship program. Mail. Billboard. I have seen advertisements about it. After mayor was elected.

### ***[If aware] Participation In Destination 2040 Meetings***

Less than 10% of those who had previously heard of Destination 2040 attended one or more of the project meetings.

*[If yes], have you participated in any of the Destination 2040 meetings?*  
(Base: 234)



- None of the north Lexington or 45-54 year old respondents who were aware of Destination 2040 have participated in any of the meetings.

## 2.1 Public Online Survey Research Findings

A survey was made available to the public via the Destination 2040 website. As of September 5, 2008, a total of 20 surveys were completed. The following is a demographic snapshot of those respondents and a synopsis of the results compared to the findings from the general survey conducted by The Matrix Group<sup>1</sup>:

### Demographic Profile:

- 35% of the public survey respondents are under age 35. 60% are 45 and older
- 95% identified themselves as Caucasian
- 60% are female and 40% are male
- 80% have a college degree, including 35% with graduate-level education
- Location of residence in Lexington<sup>2</sup>:
  - West: 35%
  - South: 30%
  - East: 20%
  - North: 10%

### Comparison of the Research Findings<sup>3</sup>

Public survey respondents tend to have lived in Lexington fewer years than those in the general survey (18 years compared to 24 years). They view Lexington's future slightly less "bright" than the general respondents, giving an average rating of 6.85 on a 10-point scale compared to a 7.2 rating given by the general survey respondents.

40% of both groups list the **size/location** of the city as the aspect of Lexington they like best. Those who took the public survey were *less* likely to mention things pertaining to **people** (15% compared to 24%) and the **family friendly** aspects of Lexington (15% compared to 22.5%).

Public survey respondents were most likely to be motivated to leave Lexington because of **jobs/cost of living issues** (25%), a response that was given almost two times more than in the general survey. Their responses were in line with general survey for **urban sprawl** (10%), **lack of cultural activities** (10%), and **city government** (5%). While 27% of those in the general survey said that nothing would make them think about living somewhere else, only 5% of public survey respondents indicated the same.

As was the case with the general survey respondents, public survey respondents were most likely to want Lexington to be described with words categorized as **earth-friendly** (45%) and **peaceful/embracing** (40%).

---

<sup>1</sup> Note: Because there were only 20 public surveys returned, statistical comparisons to the general survey findings were not performed.

<sup>2</sup> None of the public survey respondents indicated they lived in downtown Lexington.

<sup>3</sup> When comparing public and general survey data in this section, the public survey data is presented first

Both groups thought that **human needs** was the most important aspect of community life (ACL). The groups differed only slightly in the order of importance of the ACLs, with the public survey respondents rating **physical growth** slightly higher than **economic expansion** for the second and third most important ACLs. While still rated fairly high, both groups rated **cultural creativity** as the least important ACL:

| Overall Ratings     | Mean        |             |
|---------------------|-------------|-------------|
|                     | General     | Public      |
| <b>Human Needs</b>  | <b>8.56</b> | <b>8.12</b> |
| Economic Expansion  | 8.08        | 7.97        |
| Physical Growth     | 8.00        | 7.90        |
| Cultural Creativity | 7.72        | 7.88        |

*Note: Very Important=10; Not At All Important=1*

Both groups were in overall agreement about the most important elements of the individual ACLs, identifying **high-quality public education** as the most important of the human needs (40% compared to 41%), **high wage/skilled jobs** as the most important economic expansion need (30% compared to 27%), **public transportation** as the most important physical growth need (35% compared to 23%)<sup>1</sup> and a **vibrant downtown** as the most important of the cultural needs.

Both respondent groups were in overall agreement about the things that would make Lexington more attractive to specific types of people (teens, those in their 20s, young married couples, families, empty-nesters, and retirees). Having **things to do** was mentioned by both groups as the top factor for all types except young married people, for which general survey respondents mentioned **job/cost of living** issues slightly more often.

When asked what would make them feel more connected to their community, both groups mentioned having more **things to do** (35% compared to 24%), followed by things involving **city government** (10% compared to 15%), and **community involvement** (10% each).

Public survey respondents were more likely than general survey respondents to want to further address issues related to **city government** (30% compared to 14%).

<sup>1</sup> In the general survey, **preservation of Fayette County's rural landscape** was mentioned slightly more (less than 1%) than in the public survey.



## **Data Tables**





# **Appendix**



# Appendix: Verbatim & Other Responses

## Question 3: What do you like most about living in Lexington? (Other responses)

- *Everything (11).*
- *I think it's a great place to live (6).*
- *Bus system (5).*
- *Medical facilities (4).*
- *I love my quality of life (3).*
- *I'm comfortable here (2).*
- *Open communication with the government (2).*
- *The community is conservative (2).*
- *311.*
- *Good traffic.*
- *Great police and fire department.*
- *Historic architecture.*
- *History of Lexington.*
- *I like knowing everyone.*
- *I like the merged government.*
- *I think Lexington is a very up and coming town with many advantages.*
- *I think Lexington is cool.*
- *I think that we have a wonderful sense of connection with Lexington.*
- *I thought that it felt like home right away.*
- *I'm not familiar with the area because I am not able to get out and experience the community.*
- *It has a progressive attitude.*
- *It is a growing city.*
- *It is a well kept secret.*
- *Its a dog friendly city.*
- *Knowledge of the town.*
- *Lexington is developing into the focal point of Kentucky.*
- *Libraries.*
- *Local publications.*
- *Mixture of city life and country life.*
- *Nice areas.*
- *Not too commercial.*
- *Opportunities the community offers.*
- *Our city screams community pride.*
- *Scaled well for the population size.*
- *The new construction.*
- *The opportunities are tremendous.*
- *The southern culture.*
- *There are many things.*
- *Things offered to older people.*
- *Very "up and coming."*

**Question 4: What about Lexington, if anything, makes you think about living somewhere else? (Other responses)**

- *No water/landlocked (18).*
- *Family is not here (14).*
- *Pollution/litter/environmental issues. (10).*
- *Would like to live in a more rural area (8).*
- *Lack of bicycle/pedestrian friendly access (5).*
- *Water company complaints (4).*
- *Allergies (2).*
- *Poor healthcare (2).*
- *The police system, they are out to get young people (2).*
- *I think about living tomorrow.*
- *2040 is too far way, we need to see what we can do in the next ten years.*
- *Community is not well equipped for handicap people.*
- *Downtown seems like it is becoming an exclusive place for the wealthy.*
- *There is a lack of input from the public.*
- *Herald Leader being the only newspaper and the lack of politics in the newspaper.*
- *I am too old now and I don't think I would move somewhere else.*
- *I can't wait until I'm up in heaven.*
- *I don't like the fast life.*
- *I have a huge hole in my backyard and the city will not fix it.*
- *I know too many people here and I would like to go somewhere where no one knows me.*
- *I think only if my children were to live somewhere else.*
- *I think that they should move up to the 21 century.*
- *I would like to live somewhere that had a pro athletic team.*
- *I'm used to Lexington.*
- *It could use some more nice big parks.*
- *I wish it had a river or a large body of water*
- *It is beginning to lose that small town feel and if it did I would consider leaving.*
- *It would be nice to get a change. I would like not being around my family all of the time. My whole family lives here.*
- *I've never given it much thought. I don't believe grass is always greener.*
- *Lack of family support.*
- *Lack of neighborhood interactions.*
- *Lexington has been destroyed and isn't what it used to be and is looking to move somewhere else.*
- *Lexington is a different terrain than Tennessee, TN has more mountains.*
- *My neighborhood does not receive city services.*
- *My reasons are personal. I also have some issues with the schools.*
- *New adventures, looking at other cities.*
- *The culture as a whole but I hate to say that.*
- *Prices of utilities are constantly rising.*
- *Redneck town.*
- *That it is so too close to Louisville.*
- *The amount of gay people.*
- *The clothes are too expensive.*
- *The dating community.*
- *The service fees, such as trash pickup and sewer.*
- *The way they go about the historical process, its unfair.*
- *They need to loosen up a little on the laws and let people have some fun.*
- *I want to be more included in downtown plans such as free internet.*

**Question 4: What about Lexington, if anything, makes you think about living somewhere else?**

**(Other responses - continued)**

- *We don't have a flea market here.*
- *When the sports team don't win enough.*
- *There aren't enough smart people here.*
- *The garbage when it came twice a week.*
- *Housing is segregated.*
- *Stupid drivers.*
- *Difficulty traveling by plane.*
- *Lack of event information that is mass publicized.*
- *The community is beholden to horse owners.*

**Question 5: Thinking ahead to 2040, what three words would you like people to use to describe Lexington then?**

- |  |  |   |
|--|--|---|
| ▪ Accepting (2)                            | ▪ Business (2)                                   | ▪ Consistent (1)                          |
| ▪ Accessible (18)                          | ▪ Busy (7)                                       | ▪ Contained (1)                           |
| ▪ Active (10)                              | ▪ Calm (3)                                       | ▪ Contemporary (1)                        |
| ▪ Advanced/Advancement (7)                 | ▪ Caring (5)                                     | ▪ Continuity (1)                          |
| ▪ Advantageous (1)                         | ▪ Casual (1)                                     | ▪ Controlled (1)                          |
| ▪ Adventurous (1)                          | ▪ Centralized (1)                                | ▪ Convenience/Convenient (16)             |
| ▪ Affordable (61)                          | ▪ Challenges (1)                                 | ▪ Cool (5)                                |
| ▪ Aggressive (1)                           | ▪ Changed (1)                                    | ▪ Cosmopolitan (6)                        |
| ▪ Airfield (1)                             | ▪ Charm (1)                                      | ▪ Country (7)                             |
| ▪ Alive (1)                                | ▪ Charming (11)                                  | ▪ Countryside (2)                         |
| ▪ Amazing (2)                              | ▪ Cheap (1)                                      | ▪ Cozy (1)                                |
| ▪ American (2)                             | ▪ Cheaper (2)                                    | ▪ Creative (6)                            |
| ▪ Appreciative (1)                         | ▪ Child-friendly/Kid-friendly (2)                | ▪ Crime (1)                               |
| ▪ Artistic (4)                             | ▪ Christian (1)                                  | ▪ Crime-free (4)                          |
| ▪ Arts/Artsy (2)                           | ▪ Churches (1)                                   | ▪ Crowded (1)                             |
| ▪ Attractive (7)                           | ▪ City (3)                                       | ▪ Cultivating (1)                         |
| ▪ Authentic (1)                            | ▪ Classy (3)                                     | ▪ Cultural/Culture/Cultured (28)          |
| ▪ Awesome (1)                              | ▪ Clean/Cleanliness (242)                        | ▪ Decent (2)                              |
| ▪ Backward (3)                             | ▪ Climate (1)                                    | ▪ Dedicated (1)                           |
| ▪ Balanced (1)                             | ▪ Clique-ish (1)                                 | ▪ Defined (1)                             |
| ▪ Basketball (1)                           | ▪ Closed (2)                                     | ▪ Dependable (1)                          |
| ▪ Beautiful/Beautiful country/Beauty (202) | ▪ Cohesive (1)                                   | ▪ Desirable (1)                           |
| ▪ Belonging (1)                            | ▪ College (2)                                    | ▪ Determined (2)                          |
| ▪ Beneficial (1)                           | ▪ Colorful (2)                                   | ▪ Developed/ Developing/ Development (10) |
| ▪ Best (1)                                 | ▪ Comfortable (14)                               | ▪ Discovered (10)                         |
| ▪ Better (2)                               | ▪ Community/Community spirit/focused/ minded (9) | ▪ Dismal (1)                              |
| ▪ Bible-belt (1)                           | ▪ Competitive (1)                                | ▪ Diverse/Diversified/ Diversity (34)     |
| ▪ Big (2)                                  | ▪ Complete (1)                                   | ▪ Drivable (2)                            |
| ▪ Blue (3)                                 | ▪ Concerned (2)                                  | ▪ Drug-free (1)                           |
| ▪ Bluegrass (3)                            | ▪ Congenial (1)                                  | ▪ Dynamic (4)                             |
| ▪ Booming (7)                              | ▪ Connected (1)                                  | ▪ Easy (1)                                |
| ▪ Bright (3)                               | ▪ Conservative (6)                               |   |
| ▪ Building (1)                             | ▪ Considerate (1)                                |   |

**Question 5: Thinking ahead to 2040, what three words would you like people to use to describe Lexington then? (continued)**

- Easy-going (2)
- Easy-traffic (1)
- Eclectic (1)
- Eco-friendly (1)
- Economic/Economical/  
Economically improved  
/sound (11)
- Educate community (1)
- Education (59)
- Educational (3)
- Educationally-sound (1)
- Efficient (5)
- Elitist (1)
- Emerging (1)
- Employment (5)
- Energetic/Energized (8)
- Enjoyable (1)
- Entertaining/Entertainment  
(15)
- Environmental/Environmentally  
friendly/conscious (5)
- Equality (1)
- Equine friendly (1)
- Ethical (1)
- Excellent (3)
- Exceptional (1)
- Exciting (25)
- Exhilarating (1)
- Exotic (1)
- Expanded/Expanding (2)
- Expensive (1)
- Exquisite (1)
- Fabulous (1)
- Fair (6)
- Fair-minded (1)
- Faith-based (1)
- Family/Family  
friendly/Family-oriented  
(18)
- Farmland (1)
- Fascinating (1)
- Fast (3)
- Fast foods (1)
- Fast-paced (2)
- Festive (1)
- Flavor (1)
- Focused (3)
- Fortunate (1)
- Forward (1)
- Forward-looking/thinking  
(6)
- Free (1)
- Freedom (1)
- Fresh (20)
- Friendlier (1)
- Friendly/Friendly State  
(269)
- Full (1)
- Fun (98)
- Functional (2)
- Functioning (1)
- Futuristic (4)
- Gay (1)
- Good (12)
- Good traffic (1)
- Good weather (1)
- Goodwill (1)
- Gorgeous (1)
- Great (21)
- Great parks (1)
- Great weather (1)
- Green/Greener (142)
- Green space (1)
- Growing/Grown/Growth  
(36)
- Guarded (1)
- Happening (1)
- Happy/Happiness (4)
- Healthy/Health/Health care  
(19)
- High-standards (1)
- High-tech (2)
- Historic/Historical (9)
- Home (5)
- Homelike (1)
- Homely (2)
- Homey (4)
- Honest (2)
- Hopeful (1)
- Horses/Horse Capital of the  
world/Horse-friendly (20)
- Hospitable/Hospitality (4)
- Hospital (1)
- Improved/Improvement/Im  
proving (6)
- Inclusive (2)
- Independent (1)
- Industrial (1)
- Inexpensive (4)
- Informed (1)
- Infrastructure (1)
- Innovative (22)
- Inspiring (1)
- Integrity (2)
- Intellectual (3)
- Intelligent (3)
- Interesting (10)
- Inviting (9)
- Involved (6)
- Jobs (4)
- Joyful (1)
- Kind (2)
- Landscape (1)
- Large (2)
- Less crowded (1)
- Liberal (2)
- Literate (1)
- Livable (8)
- Live (1)
- Lively (11)
- Living (1)
- Local (2)
- Lovely (1)
- Loving (1)
- Low crime (4)
- Low-tax (1)
- Lucky (1)
- Lush (7)
- Maintained (1)
- Medium (1)
- Metropolitan (1)
- Mobile (1)
- Moderate (2)
- Moderation (1)
- Modern (12)
- Modernization (1)
- Modest (1)
- Moral (3)
- More (1)
- Motivated (4)
- Movement (1)
- Moving (1)
- Multi-cultural (1)
- Musical (2)

**Question 5: Thinking ahead to 2040, what three words would you like people to use to describe Lexington then? (continued)**

- Mysterious (1)
- Narrow-minded (1)
- Natural (4)
- Neat (2)
- Negative things (1)
- Neighborly (1)
- New (6)
- New-ideas (1)
- Nice (43)
- Non-liberal (1)
- Non-polluted (1)
- Non-progressive (1)
- Non-racist (1)
- Nonviolent (1)
- Nurturing (1)
- Old (1)
- Ongoing (1)
- Open (12)
- Open minded (9)
- Open-spaces (1)
- Opportunities (16)
- Optimistic (1)
- Organized (3)
- Outgoing (1)
- Over populated/Over-crowded (2)
- Paced (1)
- Parks (2)
- Party city (1)
- Peaceful (21)
- Pedestrian-friendly/Walkable (2)
- People (2)
- Personable (1)
- Personal (1)
- Pet-friendly (1)
- Picturesque (1)
- Place (1)
- Planned (3)
- Pleasant (16)
- Pleasurable (1)
- Police/Policed (2)
- Positive (2)
- Post-carbon (1)
- Preservation/Preserved (3)
- Prestigious (1)
- Pretty (30)
- Pride (1)
- Private (1)
- Productive (7)
- Professional (1)
- Progressive/Progress (82)
- Promise/Promising (4)
- Prosperous (36)
- Protective (1)
- Quaint (1)
- Quality (3)
- Quiet (15)
- Race-conscious (1)
- Racist (1)
- Realistic (1)
- Refused (2)
- Regional (1)
- Relaxing (7)
- Reliable (1)
- Religious (4)
- Renewed (1)
- Research (1)
- Resourceful (3)
- Respect/Respected/Respectful (4)
- Responsible government (1)
- Restful (1)
- Restored (1)
- Retirees (1)
- Revitalized (1)
- Right (1)
- Riveting (1)
- Rural (7)
- Safe/Safety (192)
- Scenic (7)
- Secure (1)
- Self (1)
- Self-sufficient (1)
- Self-sustaining (1)
- Size (3)
- Slow (3)
- Small (21)
- Small-town (1)
- Smart (4)
- Solid (1)
- Sophisticated (1)
- Southern (1)
- Space (1)
- Spacious (1)
- Special (2)
- Spirit (1)
- Splendid (1)
- Sports (1)
- Stable/Stability (6)
- Stimulating (2)
- Strong (1)
- Successful (4)
- Survival (1)
- Sustainable (2)
- Sweet (1)
- Talented (1)
- Tamed (1)
- Technological/Technology/Tech-advanced (6)
- Terrific (1)
- Thriving (6)
- Together/Togetherness (13)
- Tolerant (12)
- Town (3)
- Traditional (1)
- Traffic (1)
- Trails (1)
- Trees (1)
- Trendsetting (1)
- UK (1)
- Unchanged (2)
- Uncongested (1)
- Understanding (1)
- Undeveloped (1)
- Unfarmed (1)
- Unforgettable (1)
- Unique (11)
- United (1)
- Unity (1)
- Up-and-coming (1)
- Updated (1)
- Urban (5)
- Urban-rural (1)
- Useable (1)
- Valued (1)
- Variety (1)
- Verdant (1)
- Very nice (1)
- Viable (1)
- Vibrant (48)
- Visionary (1)
- Visited (1)
- Vital (1)

**Question 5: Thinking ahead to 2040, what three words would you like people to use to describe Lexington then? (continued)**

- |                     |                       |                      |
|---------------------|-----------------------|----------------------|
| ▪ Warm (6)          | ▪ Well-developed (5)  | ▪ Wonderful (9)      |
| ▪ Water (1)         | ▪ Well-integrated (1) | ▪ Work (1)           |
| ▪ Wealthy (4)       | ▪ Well-planned (1)    | ▪ Worthy (1)         |
| ▪ Weather (1)       | ▪ Well-rounded (1)    | ▪ Young/Youthful (5) |
| ▪ Welcoming (7)     | ▪ Wholeness (1)       |                      |
| ▪ Well designed (1) | ▪ Wholesome (1)       |                      |



**Question 10a: What one thing would make Lexington more attractive for [teens]?**

- *Vibrant downtown (14).*
- *More/bigger/better shopping malls (10).*
- *Mentor programs/role models/life skills development (10).*
- *Better public transportation (10).*
- *More places to go (5).*
- *Curfew (3).*
- *Lower the drinking age (3).*
- *Less television (2).*
- *Youth groups for them to participate in (2).*
- *A healthy environment for them to play in.*
- *A more productive lifestyle.*
- *Another micro-city.*
- *Bars.*
- *Better parental involvement.*
- *Better parenting.*
- *Campus that is integrated into the community (i.e. Madison, WI).*
- *Cannot help teens because they are out of control.*
- *Cheaper cars.*
- *Develop more community spirit that connects all schools.*
- *Discipline.*
- *Dress code.*
- *Fun internet sites associated with the city.*
- *Groups that teach the teenagers not to sell drugs based on rappers like 50 cent.*
- *Having dependable families.*
- *Improving pedestrian friendly trails.*
- *Keep them occupied instead out on the streets.*
- *Keep them physically & culturally busy.*
- *Less home intervention with city officials.*
- *Like to see the youth put forth a better effort.*
- *More business that cater to all teens on all sides of town.*
- *More gyms.*
- *More libraries.*
- *More places to party.*
- *More safety driving classes.*
- *More teenagers.*
- *More things for minority teens.*
- *More things geared towards their age group.*
- *More volunteer programs more educational opportunities.*
- *Opportunities for the young people to unite.*
- *Opportunities that would change their mind.*
- *Parents should be more involved with their children.*
- *Places to study.*
- *Places where alcohol isn't around.*
- *Pow wows.*
- *Professional sport teams.*
- *Resolve issues in terms of sports-public vs. private.*
- *Something to keep them busy and out of trouble.*
- *Stronger families.*
- *Teenage outlets.*
- *Treated in fairness.*

**Question 10b: What one thing would make Lexington more attractive for [people in their 20s]?**

- *Better public transportation (6).*
- *Affordable childcare (2).*
- *Church activities (2).*
- *Amusement parks (2).*
- *The ability to have employment training (2).*
- *Age appropriate activities that can display their talents.*
- *Areas dedicated to them.*
- *Bring a water park to the city.*
- *Cheaper things to do.*
- *Don't know as long as they're not taken over by drugs.*
- *Dress code.*
- *Economy has to improve first.*
- *Encourage couple interaction.*
- *Have responsibility for own life.*
- *Having a voice in the community .*
- *Health insurance for mothers - find a way to help.*
- *If everybody cooperated and put forth their best foot.*
- *Lifting the smoking ban.*
- *Malls.*
- *Meeting groups.*
- *Mentoring programs.*
- *More appropriately dressed women who wear panties.*
- *More Christian entertainment.*
- *More driving opportunities.*
- *More funding for children who are willing to work & want education.*
- *More leadership.*
- *More opportunities.*
- *More places to go.*
- *More police control.*
- *More responsibility to help teenagers.*
- *More role models.*
- *More shopping.*
- *Mother wit.*
- *Need to have programs that gear them toward positive thinking.*
- *Opportunities to volunteer.*
- *Other people in their 20's.*
- *Places for people to go & not get kicked out/alcohol free.*
- *Pleasant and safe places where they can meet others..*
- *Raise the legal drinking age.*
- *Regulated curfew around 2:00am*
- *Safe places to gather.*
- *Safer neighborhoods.*
- *Same thing.*
- *Something to do other than party.*
- *Stay at home and save money.*
- *Targeting the age group.*
- *Things that reach out to different educational interest.*
- *To have somewhere decent to go that is supervised.*

**Question 10c: What one thing would make Lexington more attractive for [young married people]?**

- *Counseling, training classes, development programs (12).*
- *Healthcare (5).*
- *Better public transportation (2).*
- *Better vacation options (2).*
- *A pit to stick their kids in so they can go out.*
- *Beaches.*
- *Centers for young people to be together and learn about each other.*
- *Cheaper everything.*
- *Cheaper stores to shop in.*
- *Code enforcement.*
- *Coffee shops.*
- *Community Actions it not much for them to do.*
- *Couple communities.*
- *Economic stimulus plans.*
- *Expanding programs like the one with UK for 'live where you work'.*
- *Good adult role models.*
- *Greeting facilities.*
- *Group get together.*
- *Have responsibility for own life.*
- *Having a good community.*
- *I don't agree with marriage.*
- *Inexpensive weddings.*
- *It is attractive for them as well.*
- *Join clubs without paying family prices.*
- *Liberal lifestyles.*
- *Lift smoke ban.*
- *Lower taxes.*
- *Marriage license for 10 days.*
- *More age appropriate areas that are low cost.*
- *More couple interaction places.*
- *More diversity in retail.*
- *More hot air balloons rides.*
- *More lodging/bed & breakfasts.*
- *More opportunity.*
- *More places to go.*
- *More places to socialize.*
- *More pools.*
- *More romantic activities.*
- *More vacation options.*
- *Need more family friendly businesses.*
- *People need to drive better/need to stop running red lights.*
- *People to help them manage their money.*
- *Preservation of the rural landscape.*
- *Reduction in taxes across the board.*
- *Same as early 20s.*
- *Suburban atmosphere, yet urban enough for things to do (shopping).*
- *They need to work together as a unit.*
- *To have somewhere decent for them to go that is supervised.*

**Question 10d: What one thing would make Lexington more attractive for [families]?**

- *Vibrant downtown (10).*
- *Resources for family development (5).*
- *Lower tax rates (5).*
- *A healthier environment.*
- *Affordable access to youth.*
- *Already a lot of family activities here, you just have to utilize them.*
- *Better community.*
- *Better publication of what is available.*
- *Casual dining.*
- *Cheaper food -food programs.*
- *Cheaper gas.*
- *Cheaper transportation.*
- *Code enforcement.*
- *Complete on-line resources of the public library.*
- *Diversity.*
- *Easy access to healthcare facilities/retail.*
- *Family friendly businesses.*
- *Have responsibility for own life.*
- *Healthy environment.*
- *Inexpensive restaurants*
- *Less illegitimate children.*
- *Low interest loans.*
- *Lower gas prices.*
- *Mandatory blood tests before welfare checks.*
- *More black restaurants.*
- *More couple interaction places.*
- *More malls.*
- *More opportunities to grow together.*
- *More shopping facilities within walking distance.*
- *More social places.*
- *No teenagers.*
- *Over- developed in this category.*
- *Preservation of historic housing.*
- *Preservation of the rural landscape.*
- *Should become more involved with their families.*
- *Storm water protectors.*
- *There is plenty to do the parents just need to get out and do it.*
- *They are trying to do a good job.*
- *They need family vacations.*
- *Togetherness (stability).*
- *We have plenty of shopping for them.*

**Question 10e: What one thing would make Lexington more attractive for [empty-nesters]?**

- *Communication/information on activities/events that are available/happening (7).*
- *All of the above.*
- *Another lake or creek or river.*
- *Beaches.*
- *Better communication with the urban government.*
- *Better opportunities.*
- *Better TV shows.*
- *Children/family still in area.*
- *City cooperation and assistance.*
- *Cleaner environment.*
- *Code enforcement.*
- *Comfortable neighborhoods.*
- *Community group/help.*
- *Compassion.*
- *Cross-generational partnerships.*
- *Development of rural landscape.*
- *Good retirement plan.*
- *Having families living in close proximity.*
- *Horse industry.*
- *House care.*
- *Keeping Lexington an interesting place to live.*
- *Living wages.*
- *More facilities for them to attend.*
- *More government assistance.*
- *More grocery stores.*
- *More local tourism.*
- *More people who visit and check on people.*
- *More preservation of rural character.*
- *More workshops to better themselves.*
- *Opportunities to date.*
- *Organization of interest.*
- *Out law music in cars.*
- *Preservation of the rural landscape.*
- *Preserving tradition of Lexington.*
- *Regional tourism promotion.*
- *Secure financials.*
- *Set up programs that have volunteers call check and check on them or offer conversation.*
- *They need to offer counseling.*
- *Things away from young people.*
- *Transitional programs.*
- *University should develop ways for them to get more involved with college students.*
- *Using their skills to mentor younger families.*
- *Warm pool.*
- *We migrate to Florida.*

**Question 10f: What one thing would make Lexington more attractive for [retirees]?**

- *Social groups (2).*
- *A beach (2).*
- *More convenient shopping (2).*
- *A place where they can be with young people and all can learn from each other.*
- *Access to have opportunities to do things with other age groups (don't want to be isolated).*
- *Anything, there's nothing for the elderly to do.*
- *Better communication with community.*
- *Better communication with the urban government.*
- *Better parking.*
- *Better publication of what is available.*
- *Better television.*
- *Community outreach.*
- *Enhance local government.*
- *Enjoy retirement.*
- *Estate planning opportunities.*
- *For it to be a good place to relax.*
- *Funding that will help with living expenses.*
- *Good city for retiree.*
- *Horse branding.*
- *Horse industry.*
- *It's a nice life and all you want to do is live and lay back and enjoy it.*
- *Keeping Lexington an interesting place to live.*
- *Make sure community isn't altered/keep it up.*
- *Make sure places are handicap accessible areas.*
- *More developed social network.*
- *More grocery stores.*
- *More home and garden show conventions.*
- *More lakes.*
- *More support systems.*
- *Move to Florida.*
- *Need interests that keep them busy such as accessible libraries.*
- *Need more attention.*
- *Open opportunities that are home bound.*
- *Opportunities to get together with their age group and travel.*
- *Opportunities to mentor the younger.*
- *Outlaw the use of cell phones when people are driving.*
- *Peaceful environments.*
- *Places to shop.*
- *Quiet neighborhoods.*
- *Social groups for them.*

**Question 11: What one thing would increase your sense of connection and belonging to the Lexington community?**

- *More diversity (19).*
- *Family stability/family environment (8).*
- *More friendly people (3).*
- *For Lexington to have better accessibility for handicap people (2).*
- *A better neighborhood and more libraries like the one downtown.*
- *A city that I could be even more proud of.*
- *A group that he could belong to that would deal more with history of Lexington.*
- *A larger Lexington cemetery.*
- *A speedy and smooth transition of Bluegrass Community College to the Eastern State Hospital campus.*
- *A warm pool, I have polio and cant exercise.*
- *An environment that was less judgmental.*
- *Appreciation in the work that I do.*
- *Being able to make more friends who are my age and single.*
- *Being able to not work so much and have nice fun evenings at times.*
- *Being richer.*
- *Better news coverage.*
- *Caring citizens.*
- *Cheaper UK basketball tickets.*
- *Cooperation among all economic, ethnic, and diverse people.*
- *Easier ways to get out and meet people.*
- *Even though we are a developing city we should still have small town values.*
- *Free drugs and insurance.*
- *Having a Lexington that was full of well educated and informed citizens.*
- *Having a unique area/ street /neighborhood of locally owned stores.*
- *Having more innovative seminars where people are discussing new and creative ideas that will encourage people to become more involved.*
- *Having the city grow and people becoming more acceptable of the changes that are going on.*
- *Historic preservation.*
- *How you are treated.*
- *I do belong to a lot of social clubs connected with community action.*
- *I don't feel connected but I don't know what to do to make that possible.*
- *I don't like rental property because it causes the property value to go down. I wish there could be regulations on how to rent out your property and who to rent it to in order to protect the value of surrounding properties.*
- *I feel connected since my job was what it was.*
- *I feel connected through Keeneland.*
- *I feel we need higher moral standards.*
- *I think more public places need to be handicap accessible.*
- *I think that channel 3 is a great place to catch what's going on in the downtown area.*
- *I think that it should be a better well written newspaper.*
- *I think that it's pretty.*
- *I think that the buildings should be better preserved for the community.*
- *I think that the community should be more together and work together.*
- *I think that the government has a good roll for the community, he gives us the sense of connection to be part of a fun, safe community.*
- *I think that the government is doing a great job with the community. The mayor keeps the community going.*
- *I think that there should be better roads less potholes.*
- *I think that there should be help with projects.*

**Question 11: What one thing would increase your sense of connection and belonging to the Lexington community? (continued)**

- *I think that there should be more affordable child care.*
- *I think that they have wonderful sports opportunities.*
- *I think that we would have to get smarter.*
- *I think the skills that I have will be needed and wanted in the near future.*
- *I think the traffic is bad.*
- *I wish people would support the farmers market more.*
- *I wish the city cared more about people's welfare like the water company issue. We need to fix what needs to be fixed before working on something that's not broken.*
- *I wish we had certain sports events, but we are not big enough.*
- *I wish we had more children related activities in Lexington.*
- *I wish you didn't have to go somewhere else to be near a lake or river.*
- *I worked all my life so I just want to live a good life.*
- *I would like an adequate football/basketball schedule and availability on TV.*
- *I would like to see a preserved Lexington tradition.*
- *I would like to see an emphasis on aviation - any aspect, in our community.*
- *I would like to see more condos on one level - no steps - one floor plan.*
- *If I didn't get surprised regulations based.*
- *If the media didn't have such a liberal slant.*
- *If they would make a big billboard with my face and name promoting my business.*
- *If they would not allow people to live here illegally.*
- *If we had a more "inclusive" attitude regarding low income black people and gays/lesbians.*
- *I'm not free to go out as I please but I feel like I already belong.*
- *It would be nice to have more adult recreation (i.e. more lakes). Jacobson Park is nice, but it's a long way from my house.*
- *It's nothing I can change. There is no water - only flat land. Nothing is near us and there are no activities of interest. There is nothing to see, no mountains/waters.*
- *Joining organizations.*
- *Just for Lexington to be well developed but not lose its small town atmosphere.*
- *Leestown road finished.*
- *Less illegal immigrants.*
- *Less traffic.*
- *Living longer.*
- *Love.*
- *More front porches.*
- *More gambling at the horse tracks.*
- *More horse racing.*
- *More libraries and bookstores.*
- *More local PR to our local citizens.*
- *More money in my bank account.*
- *More of my family here.*
- *More openness to UK students.*
- *More phone calls like this one.*
- *More phone surveys.*
- *More shopping on the north-west side of town, grocery stores, etc.*
- *More social networking*
- *More support groups.*
- *More support of Georgetown football.*
- *More surveys.*
- *People who grew up in Lexington need to not be so cliquish.*



**Question 11: What one thing would increase your sense of connection and belonging to the Lexington community? (continued)**

- *Places to work with children*
- *Public fishing holes.*
- *Season basketball tickets.*
- *Shared wealth in the community.*
- *Show more U of L games.*
- *Support and outreach groups for me to talk to people with the same interests as me.*
- *Take care of the citizens instead of people who don't need it. the welfare system needs to be improved.*
- *The horse brand has slipped.*
- *There is too much emphasis on UK basketball and the horse park.*
- *There needs to be city help expansion all over the county. There are some communities that are split with city pick up and private pick up. There needs to be a central service for all communities.*
- *To see more involvement with the youth in the city.*
- *Tolerance of others, we have many diverse groups, and one group is showing favoritism over another.*
- *UK sports, I love UK sports.*
- *We attend community events with the University a lot.*
- *Welcome groups for relocators.*
- *Working and mixing with people.*
- *You have to take advantage of the opportunities in front of you.*

**Question 12. Are there any other topics that we didn't cover that you think are important to consider in planning for Lexington's future?**

- *Immigration issues (17).*
- *Taxes (16).*
- *Affordability (14).*
- *Job opportunities/diversify economy (13).*
- *Health care system/facilities (9).*
- *Improve race/class relations (8).*
- *Church/religion (4).*
- *Higher pay for the police (2).*
- *A bike trail going from Lexington to a major city, or to like Richmond.*
- *Child abuse laws need to be eliminated so parents can correct their children.*
- *Continue to do a good job with the public libraries.*
- *Focus on basic quality of life.*
- *Fresh water.*
- *Getting and keeping good coaches.*
- *Grocery stores in the inner city instead of Arabs in the hood.*
- *Help all people.*
- *Horse park with horse trails are great.*
- *I am involved with the Carnegie Center. We have been losing funding but the community tends to forget city created it and wanted control over it. The Center does so much good with tutoring. We have a lot of low costs, activities, and do a lot for kids that have trouble in school. We have volunteers, summer school tutors, and summer camps for inner-city youth that benefit from these programs. There are numerous learning opportunities.*
- *I disagree with having the Gay Pride Parade. I feel it is a slam at God and Christian people.*
- *I don't think we should have apartments in our sub-divisions because it is lowering our property values. We do need diversity, but this is making our neighborhoods unsafe, ex. Glen Eagles - high crime rate.*
- *I hope and pray the retirees can relax once they do retire and be able to cash in on social security because you never know what will happen with the economy.*

**Question 12. Are there any other topics that we didn't cover that you think are important to consider in planning for Lexington's future? (continued)**

- *I like to see Lexington encourage exercise.*
- *I think that the more business should be more friendly.*
- *I think that we did not get a strong outcome from the 2040 meetings that was held in the neighborhood.*
- *I think that we need to keep the horse farms going, that's what's keeps Lexington bright.*
- *I think the university should give back more to the community. We should work to achieve attainable goals for this year as well as the future.*
- *I think there needs to be more attention into animal welfare.*
- *I think there needs to be more discussion about peak oil and how it is going to effect Lexington. Peak oil will decrease and eventually go away.*
- *I think we need more retirement communities in Lexington to provide opportunities for older people to get involved in things, not just assisted living.*
- *I wish Lexington was not the San Francisco of Kentucky.*
- *I wish our neighborhoods were valued and would receive recognition. I don't want us to be alike. We should be given a say in the community - that is our strength.*
- *I would like to see the city work closer with UK and give the students something other to do than drink and party.*
- *I would like to see walking areas/trails that are safe and not animal friendly specifically for seniors.*
- *I would promote not only from the mayor but city council to send out letters to every resident in the city.*
- *Improve smoking ban, especially in hospitals.*
- *Interspace activity.*
- *Lexington needs to think outside the box.*
- *Move government center to the mall.*
- *More open government activities.*
- *More opportunities to volunteer.*
- *More youth consideration other than clubs and education.*
- *Need an open area for parking for tourists.*
- *Need more diversity, young black men and women need more culture and respect for themselves and others.*
- *Need to improve on Christmas decorations.*
- *Neighborhoods had more meetings amongst themselves, thing will be better in the community.*
- *Parks and Services needs to realize there are other people in this city other than golfers.*
- *Permanent place for Farmer's Market.*
- *Police officers should have more respect, the people should respect them more.*
- *Quarterly or bi-annually to tell us what is going on with new improvement.*
- *Sanctuary city project needs to be revamped.*
- *School zoning is not planned properly.*
- *Snow removal and street maintenance.*
- *Stop demolition of historic housing.*
- *Supply dog parks with water.*
- *The community does not need to go through with the "signature fridge" program.*
- *The government needs to help with assisting single parent families.*
- *The Halloween express.*
- *The information needs to get out about the private enterprise in relation to schools and government activities. Need to keep golf courses that are inexpensive.*
- *The police department. We need to keep doing a great job.*
- *The preservation of the old court house.*
- *Too many helicopters.*
- *UK needs to be more responsive to the neighborhood it's in.*
- *Victorian square is a waste of space. There are shops there that no one goes to.*

**Question 12. Are there any other topics that we didn't cover that you think are important to consider in planning for Lexington's future? (continued)**

- *We need a clothing outlet.*
- *We need a good animal control system.*
- *We need more sidewalks.*
- *We need to abolish the block schedule in public schools, it hinders students from doing well.*
- *We need to find cheap oil.*
- *We need to include all ethnic groups and ages in the decision making process of Lexington to make it accommodating to all citizens.*
- *We need to keep it clean - just keep the streets and sidewalks clean and tear down old buildings.*
- *We need to make Lexington more attractive for our younger generation or we will be a group of 60+ers.*
- *You didn't mention our libraries. I think we need to promote continued growth of our libraries and their programs.*

**Question 13: Do you have any other comments you would like to add?**

- *2040 project is forward thinking because sometimes we tend to be rooted in a box.*
- *To plan for the future shows that we are progressive.*
- *Allow surveys to be user friendly so that people can go online to participate freely in the decision making.*
- *I would love to see the family care center grow.*
- *CentrePointe is a good project.*
- *Do whatever can be done on a local level to decrease the price of gas.*
- *Equal employment options.*
- *Glad someone is looking into this.*
- *Love Donovan program - arts in community - but other people don't feel this way - lots of opportunities here.*
- *If people feel being deprived, it's their problem.*
- *I choose Lexington to live in because I loved it in the early 80s and when I came back in 1995, I was disappointed that it had not improved the way I believed that it would.*
- *The entire community and taxes payers need their opinions here and to promote local businesses downtown.*
- *It takes a team effort from all of us that live in our community to make a difference.*
- *I have been watching KET and some of their programs would be useful as advertising for Lexington. They have beautiful stuff about Central Kentucky/Lexington. We could use pictures to promote Lexington.*
- *I have noticed while shopping with my wife that all the stores here are for the same kind of person (high scale, middle class). There's not many antique stores or flea markets or anything that's not big name bright lights.*
- *I hope we will have policies that will help us live together happily and hear things that aren't fair.*
- *We all have to learn how to live together because the economy is not so inviting anymore.*
- *I just think that our police department needs to be improved. I believe that there are too many people on the force that are just looking for reorganization themselves rather than trying to better our city.*
- *I just would like to say that I am not familiar with the agricultural industry or horse industry so if I ranked it low it really is because I am just not familiar enough with it to comment.*
- *I think gas hikes make things hard for everybody, but that's a national situation.*
- *I think Lexington has a lot of potential, stop being a little selfish.*
- *I think Lexington has the foundation to be a fantastic city.*
- *There really needs to be a change in our culture.*
- *We need to embrace creativity and innovativeness and ones entrepreneurial spirit. We should embrace energy alternatives, the way homes look, and the ways people get to work. This shouldn't be fought.*

**Question 13: Do you have any other comments you would like to add? (continued)**

- *I think that family care center is a well known organization and the government needs to back off.*
- *I think that we depend too much on UK and it seems that Lexington is a city itself and it should not have to depend on a college so much.*
- *I think that we need to take care of the people in the community.*
- *I think there are tremendous opportunities in Lexington for our youth.*
- *I am optimistic about overall future quality of life and job opportunities within our community.*
- *I think this survey would have been easier with pencil and paper. I would like to see the questions and have an opportunity to think about my answers.*
- *I very much appreciate being able to take this survey.*
- *I want people to make sure that we understand that Lexington's future start with the children who are growing up now not the older folks who are making a lot of the decision and will not be here for much longer.*
- *I wish this was a paid survey.*
- *I would like to see a bigger support for homeless shelters.*
- *I would like to see lower property taxes in Lexington.*
- *I would like to see positive change in Lexington.*
- *I'm glad you are taking time to conduct this survey.*
- *I'm glad you're asking these questions and I wish they'd asked these 20 years ago.*
- *I'm just curious as to where this will take us.*
- *It worries me that young people don't have anything to do and don't take responsibility. Maybe something needs to start in schools.*
- *I think it was a big mistake when we got rid of prayer and reading Bible.*
- *People don't have morals. The whole world is lacking morals.*
- *Lexington doesn't look back at what has happened to see what will happen.*
- *Lexington has great potential but the government can not always be the problem solver.*
- *Lexington is pricing itself out of affordable living for younger people. According to the paper, Nicholasville is the most affordable place in the nation. Gas goes up and groceries go up. People will move to Nicholasville to buy homes, etc.*
- *Like to see better Christmas decorations.*
- *Mayor Newberry is doing a good job.*
- *More dog parks.*
- *My employer has to hire people all the time because many of them had to quit. They said they couldn't work and get assistance and this has been a pet peeve. The government is paying people to not work - that way they get medical, dental, and childcare.*
- *Need more drug stores near black communities and better bus routes that run more recently and in more areas. Not enough affordable athletic clubs.*
- *PDR is great.*
- *Fire works display was terrible.*
- *Single mother programs.*
- *Some of the questions in this survey are too vague to receive answers.*
- *Some of these issues can't wait until 2040.*
- *The east end development needs a major grocery store that is family friendly and healthy.*
- *The topics of survey are too broad.*
- *There need to be more places for kids to go in neighborhoods so people don't have to travel all the way downtown.*
- *They need to fix up the basketball courts and fix up little parks in neighborhoods.*
- *This is a great survey but it needs to ask more about infrastructure.*
- *We can't burn leaves anymore and I would like better pick up for leaves in the fall.*

**Question 13: Do you have any other comments you would like to add? (continued)**

- *I would also like to see more pride taken in homeowners keeping their property up. It's not right that someone who doesn't keep their property up can lower the value of others homes. There should be some sort of ordinance that helps other homeowners from devaluation of their property. People should take pride in keeping things neat and orderly.*
- *We need a program to teach teens how to survive and live.*
- *We need change.*
- *Stop raising taxes.*
- *We need to focus on health insurance issues and health & wellness programs - across the board, in all age groups. This is the only area in which I think we are truly lacking.*
- *We need more encouragement of being physically fit and reduction of smoking.*
- *We need to plan for 2008 because we are behind, so we don't need to plan for 2040.*
- *The family values are the most important issue, we need to all have family values and common sense.*
- *We really need somewhere for teens to go to be active that's supervised.*
- *We should do the best we have with what we've got.*
- *Yes, I think it is great that y'all are conducting this survey.*



# Questionnaire





**LFUCG DESTINATION 2040 SURVEY**

**MX#08043**

Hi, I am \_\_\_\_\_ with The Matrix Group, calling on behalf of Lexington-Fayette Urban County Government, with regard to Destination 2040, Lexington's plan for its future based on the views and vision of Lexington's citizens. We would like to include your opinions in this project. Do you have just a few minutes?

If no: Thank you anyway. You may want to visit the Destination 2040 website at [www.lfucg.com](http://www.lfucg.com) for more information on the project.

If yes: GREAT! The goal of Destination 2040 is to create a vision for Lexington's future 32 years from now based on the input of residents. The Mayor and Council have said they will be guided by the ideas that come from the community meetings and this survey that are all part of Destination 2040. As you share your thoughts and opinions through this survey, please think of Lexington today as well as where you would like it to be in the year 2040. The root question Destination 2040 seeks to answer is: **How will we protect all that we value while continuing to grow as a community?**

a. Do you or any member of your household work for the Lexington-Fayette Urban County Government or serve as an elected official?

Yes ..... ☐ 1      No..... ☐ 2

1. First let me ask you: How long have you lived in Lexington?      Number of years: \_\_\_\_\_

2. When you think about the future of Lexington, for yourself, for the children in the community as they grow up, and for their future children, using a 10 to 1 scale , with 10 being Very Bright and 1 being Not At All Bright, please rate Lexington's future, based on the current vision for our community?

| Very<br>Bright        | 9                     | 8                     | 7                     | 6                     | 5                     | 4                     | 3                     | 2                     | Not At All<br>Bright  |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

3. What do you like most about living in Lexington?

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4. What about Lexington, if anything, makes you think about living somewhere else?

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5. Thinking ahead to 2040, what three words would you like people to use to describe Lexington then?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

- The first set of items has to do with some of the community's basic human needs.

[illegible]

- 6h. Of all of the items just rated, which one stands out as being most important?

|   |   |   |   |   |   |   |      |
|---|---|---|---|---|---|---|------|
| A | B | C | D | E | F | G | None |
| O | O | O | O | O | O | O | O    |

7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

[illegible]

- 7g. Of all of the items just rated, which one stands out as being most important?

[illegible]

8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

[illegible]

8h. Of all of the items just rated, which one stands out as being most important?

| A | B | C | D | E | F | G | None |
|---|---|---|---|---|---|---|------|
| O | O | O | O | O | O | O | O    |

9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

| Very Important   | Not At All Important  |                       |                       |                       |                       |                       |                       |                       |                       |                       | Don't Know            |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | 10                    | 9                     | 8                     | 7                     | 6                     | 5                     | 4                     | 3                     | 2                     | 1                     | 0                     |
| a. New and efficient public <b>transportation</b> alternatives .....                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. <b>Bike paths and trails</b> , and pedestrian-friendly sidewalks.....                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. <b>More multiple-unit, multi-level housing</b> such as apartments and condominiums .....        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. <b>Construction of buildings and infrastructure</b> that is more environmentally friendly ..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. Open <b>greenspace</b> for all neighborhoods .....  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. Programs designed to <b>preserve</b> Fayette County's <b>rural landscape</b> .                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9h. Of all of the items just rated, which one stands out as being most important?

|                       |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| A                     | B                     | C                     | D                     | E                     | F                     | None                  |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

10. What one thing would make Lexington more attractive for each of the following groups:

- a. Teens: \_\_\_\_\_
- b. People in their 20s: \_\_\_\_\_
- c. Young married people: \_\_\_\_\_
- d. Families: \_\_\_\_\_
- e. Empty-nesters (people whose children have moved out of the house):  
\_\_\_\_\_
- f. Retirees: \_\_\_\_\_

11. What one thing would increase your sense of connection and belonging to the Lexington community?

\_\_\_\_\_

12. Are there any other topics that we didn't cover that you think are important to consider in planning for Lexington's future?

\_\_\_\_\_

\_\_\_\_\_

13. Do you have any other comments you would like to add?

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14. Before today, had you ever heard of Destination 2040?

Yes ..... ☐ 1 >> **ANSWER Q14A & Q14B**      No..... ☐ 2 >> **SKIP TO Q15**

14A. Where had you heard about it? \_\_\_\_\_

14B. Have you participated in any of the Destination 2040 meetings?

Yes .... ☐ 1

No..... ☐ 2

*Finally, for classification purposes, please tell me.....*

15. Into which of the following categories does your age fall?

|             |                         |             |                         |  |
|-------------|-------------------------|-------------|-------------------------|--|
| 18-24 ..... | <input type="radio"/> 1 | 45-54 ..... | <input type="radio"/> 4 | <b>DO NOT READ:</b> Refused .... <input type="radio"/> 7 |
| 25-34 ..... | <input type="radio"/> 2 | 55-64 ..... | <input type="radio"/> 5 |  |
| 35-44 ..... | <input type="radio"/> 3 | 65+ .....   | <input type="radio"/> 6 |  |

16. What was the last grade of school you had the opportunity to complete? **READ LIST**

|                                     |                         |                                   |                         |
|-------------------------------------|-------------------------|-----------------------------------|-------------------------|
| Less than high school .....         | <input type="radio"/> 1 | College graduate.....             | <input type="radio"/> 4 |
| High school graduate.....           | <input type="radio"/> 2 | Graduate school.....              | <input type="radio"/> 5 |
| Some college or technical school... | <input type="radio"/> 3 | <b>DO NOT READ:</b> Refused ..... | <input type="radio"/> 6 |

17. How would you describe your racial or ethnic identity?

|                              |                         |                                   |                         |
|------------------------------|-------------------------|-----------------------------------|-------------------------|
| African American/Black ..... | <input type="radio"/> 1 | Hispanic/Latino .....             | <input type="radio"/> 4 |
| Asian American.....          | <input type="radio"/> 2 | Other: _____                      | <input type="radio"/> 5 |
| Caucasian .....              | <input type="radio"/> 3 | <b>DO NOT READ:</b> Refused ..... | <input type="radio"/> 6 |

18. And finally, what is your home zip code? \_\_\_\_\_

*Those are all of my questions.*

**GENDER (By observation)**    Male ..... ☐ 1      Female..... ☐ 2

If you are interested in receiving email up-dates on the Destination 2040 project from the Lexington-Fayette Urban County government, I can take down your email address. I assure you that it won't be used for any other purpose than an occasional update on the project.

Email address: \_\_\_\_\_

*Thank you for your time.*

Q1. How long have you lived in Lexington?

|                   | GENDER              |                  |                  | AGE GROUP             |                       |                       |                    |                    |                    | ETHNIC IDENTITY  |                    |            |            |
|-------------------|---------------------|------------------|------------------|-----------------------|-----------------------|-----------------------|--------------------|--------------------|--------------------|------------------|--------------------|------------|------------|
|                   | TOTAL               | MALE             | FEMALE           | 18-24                 | 25-34                 | 35-44                 | 45-54              | 55-64              | 65+                | CAUC             | AA                 | HISP       | OTHER      |
|                   | (A)                 | (B)              | (C)              | (D)                   | (E)                   | (F)                   | (G)                | (H)                | (I)                | (J)              | (K)                | (L)        | (M)        |
| Base              | 1000                | 487              | 513              | 168                   | 194                   | 224                   | 156                | 134                | 122                | 838              | 127                | 20         | 25         |
| Less than 5 years | 96<br>9.6%<br>gHI   | 54<br>11.1%      | 42<br>8.2%       | 33<br>19.6%<br>AFGHI  | 30<br>15.5%<br>AFGHI  | 15<br>6.7%<br>h       | 9<br>5.8%          | 4<br>3.0%          | 5<br>4.1%          | 80<br>9.5%       | 11<br>8.7%         | 4<br>20.0% | 3<br>12.0% |
| 5-9 years         | 121<br>12.1%<br>HI  | 66<br>13.6%      | 55<br>10.7%      | 23<br>13.7%<br>HI     | 45<br>23.2%<br>ADFGHI | 24<br>10.7%<br>hi     | 16<br>10.3%<br>h   | 6<br>4.5%          | 7<br>5.7%          | 99<br>11.8%      | 14<br>11.0%        | 5<br>25.0% | 5<br>20.0% |
| 10-14 years       | 97<br>9.7%<br>HI    | 48<br>9.9%       | 49<br>9.6%       | 15<br>8.9%            | 19<br>9.8%<br>i       | 35<br>15.6%<br>ADEGHI | 14<br>9.0%         | 7<br>5.2%          | 6<br>4.9%          | 84<br>10.0%      | 10<br>7.9%         | 3<br>15.0% | 2<br>8.0%  |
| 15-19 years       | 117<br>11.7%<br>hI  | 63<br>12.9%      | 54<br>10.5%      | 30<br>17.9%<br>AgHI   | 25<br>12.9%<br>I      | 32<br>14.3%<br>HI     | 17<br>10.9%<br>I   | 10<br>7.5%<br>i    | 3<br>2.5%          | 99<br>11.8%      | 11<br>8.7%         | 3<br>15.0% | 5<br>20.0% |
| 20-24 years       | 159<br>15.9%<br>gHI | 89<br>18.3%<br>C | 70<br>13.6%      | 64<br>38.1%<br>AEFGHI | 25<br>12.9%           | 33<br>14.7%<br>HI     | 17<br>10.9%        | 10<br>7.5%         | 9<br>7.4%          | 120<br>14.3%     | 33<br>26.0%<br>AJL | 2<br>10.0% | 5<br>20.0% |
| 25-29 years       | 84<br>8.4%<br>DI    | 34<br>7.0%       | 50<br>9.7%       | 2<br>1.2%             | 27<br>13.9%<br>ADfhi  | 19<br>8.5%<br>Di      | 20<br>12.8%<br>DI  | 11<br>8.2%<br>D    | 5<br>4.1%          | 70<br>8.4%       | 11<br>8.7%         | 1<br>5.0%  | 3<br>12.0% |
| 30-34 years       | 76<br>7.6%          | 30<br>6.2%       | 46<br>9.0%<br>b  |                       | 20<br>10.3%           | 17<br>7.6%            | 14<br>9.0%         | 12<br>9.0%         | 13<br>10.7%        | 68<br>8.1%       | 7<br>5.5%          |            |            |
| 35-39 years       | 65<br>6.5%<br>DE    | 29<br>6.0%       | 36<br>7.0%       | 1<br>0.6%             | 1<br>0.5%             | 28<br>12.5%<br>ADEG   | 9<br>5.8%<br>DE    | 14<br>10.4%<br>DE  | 12<br>9.8%<br>DE   | 52<br>6.2%       | 11<br>8.7%         | 2<br>10.0% |            |
| 40-49 years       | 91<br>9.1%<br>KE    | 40<br>8.2%       | 51<br>9.9%       |                       | 2<br>1.0%             | 21<br>9.4%<br>E       | 27<br>17.3%<br>AEF | 21<br>15.7%<br>AEf | 20<br>16.4%<br>AEf | 86<br>10.3%<br>K | 5<br>3.9%          |            | 2<br>8.0%  |
| 50 or more years  | 94<br>9.4%          | 34<br>7.0%       | 60<br>11.7%<br>B |                       |                       |                       | 13<br>8.3%         | 39<br>29.1%<br>AG  | 42<br>34.4%<br>AG  | 80<br>9.5%       | 14<br>11.0%        |            |            |
| Mean years        | 24.05<br>LMDEFB     | 22.03            | 25.98<br>AB      | 14.29                 | 15.44                 | 21.17<br>DE           | 26.25<br>DEF       | 35.65<br>ADEFg     | 41.09<br>ADEFgH    | 24.26<br>LM      | 25.24<br>LM        | 13.00      | 16.46      |
| Median years      | 21.00               | 20.00            | 23.00            | 18.00                 | 15.00                 | 20.00                 | 25.00              | 36.00              | 40.00              | 21.00            | 22.00              | 10.00      | 18.00      |
| Base              | 1000                | 487              | 513              | 168                   | 194                   | 224                   | 156                | 134                | 122                | 838              | 127                | 20         | 25         |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q1. How long have you lived in Lexington?

|                   | AREA OF LEXINGTON |                  |                   |                     |                   |                  | YEARS LIVING IN LEXINGTON |                   |                   |                  |                  |
|-------------------|-------------------|------------------|-------------------|---------------------|-------------------|------------------|---------------------------|-------------------|-------------------|------------------|------------------|
|                   | TOTAL             | NORTH            | DNTOWN            | WEST                | SOUTH             | EAST             | < 10                      | 10-19             | 20-29             | 30-39            | 40+              |
|                   | (A)               | (B)              | (C)               | (D)                 | (E)               | (F)              | (G)                       | (H)               | (I)               | (J)              | (K)              |
| Base              | 1000              | 73               | 109               | 274                 | 354               | 190              | 217                       | 214               | 243               | 141              | 185              |
| Less than 5 years | 96<br>9.6%<br>D   | 12<br>16.4%<br>D | 14<br>12.8%<br>d  | 17<br>6.2%          | 34<br>9.6%        | 19<br>10.0%      | 96<br>44.2%<br>A          |                   |                   |                  |                  |
| 5-9 years         | 121<br>12.1%      | 11<br>15.1%      | 14<br>12.8%       | 25<br>9.1%          | 43<br>12.1%       | 28<br>14.7%<br>d | 121<br>55.8%<br>A         |                   |                   |                  |                  |
| 10-14 years       | 97<br>9.7%        | 7<br>9.6%        | 10<br>9.2%        | 21<br>7.7%          | 41<br>11.6%<br>d  | 18<br>9.5%       |                           | 97<br>45.3%<br>A  |                   |                  |                  |
| 15-19 years       | 117<br>11.7%      | 6<br>8.2%        | 8<br>7.3%         | 31<br>11.3%         | 47<br>13.3%<br>c  | 25<br>13.2%<br>c |                           | 117<br>54.7%<br>A |                   |                  |                  |
| 20-24 years       | 159<br>15.9%<br>B | 6<br>8.2%        | 23<br>21.1%<br>Bd | 35<br>12.8%         | 67<br>18.9%<br>BD | 28<br>14.7%      |                           |                   | 159<br>65.4%<br>A |                  |                  |
| 25-29 years       | 84<br>8.4%        | 4<br>5.5%        | 10<br>9.2%        | 28<br>10.2%         | 25<br>7.1%        | 17<br>8.9%       |                           |                   | 84<br>34.6%<br>A  |                  |                  |
| 30-34 years       | 76<br>7.6%        | 6<br>8.2%        | 9<br>8.3%         | 27<br>9.9%<br>e     | 21<br>5.9%        | 13<br>6.8%       |                           |                   |                   | 76<br>53.9%<br>A |                  |
| 35-39 years       | 65<br>6.5%<br>ef  | 6<br>8.2%        | 6<br>5.5%         | 31<br>11.3%<br>ACEF | 15<br>4.2%        | 7<br>3.7%        |                           |                   |                   | 65<br>46.1%<br>A |                  |
| 40-49 years       | 91<br>9.1%<br>C   | 7<br>9.6%        | 4<br>3.7%         | 31<br>11.3%<br>C    | 30<br>8.5%<br>C   | 19<br>10.0%<br>C |                           |                   |                   |                  | 91<br>49.2%<br>A |
| 50 or more years  | 94<br>9.4%        | 8<br>11.0%       | 11<br>10.1%       | 28<br>10.2%         | 31<br>8.8%        | 16<br>8.4%       |                           |                   |                   |                  | 94<br>50.8%<br>A |
| Mean years        | 24.05<br>GH       | 23.53            | 23.59             | 27.10<br>ACEF       | 22.54             | 22.94            | 4.81                      | 14.23<br>G        | 23.22<br>GH       | 33.49<br>AGHI    | 51.89<br>AGHIJ   |
| Median years      | 21.00             | 20.00            | 22.00             | 25.00               | 20.00             | 20.00            | 5.00                      | 15.00             | 23.00             | 34.00            | 50.00            |
| Base              | 1000              | 73               | 109               | 274                 | 354               | 190              | 217                       | 214               | 243               | 141              | 185              |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q2. When you think about the future of Lexington, for yourself, for the children in the community as they grow up, and for their future children, using a 10 to 1 scale , with 10 being Very Bright and 1 being Not At All Bright, please rate Lexington's future, based on the current vision for our community?

|                   | GENDER |       |        | AGE GROUP |       |       |       |       |       | ETHNIC IDENTITY |       |       |       |
|-------------------|--------|-------|--------|-----------|-------|-------|-------|-------|-------|-----------------|-------|-------|-------|
|                   | TOTAL  | MALE  | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+   | CAUC            | AA    | HISP  | OTHER |
|                   | (A)    | (B)   | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)   | (J)             | (K)   | (L)   | (M)   |
| Base              | 1000   | 487   | 513    | 168       | 194   | 224   | 156   | 134   | 122   | 838             | 127   | 20    | 25    |
| Very Bright       | 101    | 49    | 52     | 16        | 18    | 26    | 14    | 14    | 13    | 80              | 16    | 1     | 4     |
|                   | 10.1%  | 10.1% | 10.1%  | 9.5%      | 9.3%  | 11.6% | 9.0%  | 10.4% | 10.7% | 9.5%            | 12.6% | 5.0%  | 16.0% |
| 9                 | 97     | 49    | 48     | 25        | 15    | 21    | 16    | 6     | 14    | 74              | 20    | 3     | 3     |
|                   | 9.7%   | 10.1% | 9.4%   | 14.9%     | 7.7%  | 9.4%  | 10.3% | 4.5%  | 11.5% | 8.8%            | 15.7% | 15.0% | 12.0% |
|                   | H      |       |        | aEH       |       | h     | h     |       | H     |                 | aJ    |       |       |
| 8                 | 275    | 118   | 157    | 44        | 51    | 62    | 48    | 34    | 34    | 241             | 30    | 4     | 3     |
|                   | 27.5%  | 24.2% | 30.6%  | 26.2%     | 26.3% | 27.7% | 30.8% | 25.4% | 27.9% | 28.8%           | 23.6% | 20.0% | 12.0% |
|                   | M      |       | B      |           |       |       |       |       |       | M               |       |       |       |
| 7                 | 266    | 136   | 130    | 36        | 62    | 70    | 38    | 35    | 25    | 235             | 23    | 6     | 3     |
|                   | 26.6%  | 27.9% | 25.3%  | 21.4%     | 32.0% | 31.2% | 24.4% | 26.1% | 20.5% | 28.0%           | 18.1% | 30.0% | 12.0% |
|                   | KM     |       |        | DI        | DI    |       |       |       |       | KM              |       |       |       |
| 6                 | 101    | 45    | 56     | 21        | 20    | 19    | 18    | 11    | 12    | 80              | 16    | 1     | 4     |
|                   | 10.1%  | 9.2%  | 10.9%  | 12.5%     | 10.3% | 8.5%  | 11.5% | 8.2%  | 9.8%  | 9.5%            | 12.6% | 5.0%  | 16.0% |
| 5                 | 100    | 55    | 45     | 17        | 17    | 18    | 14    | 17    | 17    | 80              | 13    | 3     | 7     |
|                   | 10.0%  | 11.3% | 8.8%   | 10.1%     | 8.8%  | 8.0%  | 9.0%  | 12.7% | 13.9% | 9.5%            | 10.2% | 15.0% | 28.0% |
|                   |        |       |        |           |       |       |       |       |       |                 |       | AJk   |       |
| 4                 | 26     | 17    | 9      | 7         | 2     | 2     | 4     | 8     | 3     | 22              | 2     | 1     | 1     |
|                   | 2.6%   | 3.5%  | 1.8%   | 4.2%      | 1.0%  | 0.9%  | 2.6%  | 6.0%  | 2.5%  | 2.6%            | 1.6%  | 5.0%  | 4.0%  |
|                   | eF     | c     |        | eF        |       |       |       | EF    |       |                 |       |       |       |
| 3                 | 10     | 8     | 2      | 1         | 1     | 4     | 1     | 2     | 1     | 9               | 1     |       |       |
|                   | 1.0%   | 1.6%  | 0.4%   | 0.6%      | 0.5%  | 1.8%  | 0.6%  | 1.5%  | 0.8%  | 1.1%            | 0.8%  |       |       |
|                   |        | C     |        |           |       |       |       |       |       |                 |       |       |       |
| 2                 | 11     | 4     | 7      | 1         | 3     |       | 2     | 5     |       | 9               | 2     |       |       |
|                   | 1.1%   | 0.8%  | 1.4%   | 0.6%      | 1.5%  |       | 1.3%  | 3.7%  |       | 1.1%            | 1.6%  |       |       |
|                   |        |       |        |           |       |       |       | d     |       |                 |       |       |       |
| Not At All Bright | 13     | 6     | 7      |           | 5     | 2     | 1     | 2     | 3     | 8               | 4     | 1     |       |
|                   | 1.3%   | 1.2%  | 1.4%   |           | 2.6%  | 0.9%  | 0.6%  | 1.5%  | 2.5%  | 1.0%            | 3.1%  | 5.0%  |       |
| Mean              | 7.22   | 7.14  | 7.29   | 7.34      | 7.13  | 7.42  | 7.28  | 6.81  | 7.20  | 7.23            | 7.25  | 6.85  | 7.00  |
|                   | H      |       |        | H         |       | eH    | H     |       |       |                 |       |       |       |
| Base              | 1000   | 487   | 513    | 168       | 194   | 224   | 156   | 134   | 122   | 838             | 127   | 20    | 25    |

Note: Very Bright=10; Not At All Bright=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Q2. When you think about the future of Lexington, for yourself, for the children in the community as they grow up, and for their future children, using a 10 to 1 scale , with 10 being Very Bright and 1 being Not At All Bright, please rate Lexington's future, based on the current vision for our community?

|                   | AREA OF LEXINGTON |       |        |       |       |       | YEARS LIVING IN LEXINGTON |       |       |       |       |
|-------------------|-------------------|-------|--------|-------|-------|-------|---------------------------|-------|-------|-------|-------|
|                   | TOTAL             | NORTH | DNTOWN | WEST  | SOUTH | EAST  | < 10                      | 10-19 | 20-29 | 30-39 | 40+   |
|                   | (A)               | (B)   | (C)    | (D)   | (E)   | (F)   | (G)                       | (H)   | (I)   | (J)   | (K)   |
| Base              | 1000              | 73    | 109    | 274   | 354   | 190   | 217                       | 214   | 243   | 141   | 185   |
| Very Bright       | 101               | 7     | 15     | 20    | 34    | 25    | 18                        | 23    | 24    | 13    | 23    |
|                   | 10.1%             | 9.6%  | 13.8%  | 7.3%  | 9.6%  | 13.2% | 8.3%                      | 10.7% | 9.9%  | 9.2%  | 12.4% |
|                   |                   |       | d      |       |       | D     |                           |       |       |       |       |
| 9                 | 97                | 2     | 15     | 24    | 38    | 18    | 29                        | 18    | 24    | 11    | 15    |
|                   | 9.7%              | 2.7%  | 13.8%  | 8.8%  | 10.7% | 9.5%  | 13.4%                     | 8.4%  | 9.9%  | 7.8%  | 8.1%  |
|                   | B                 |       | B      | B     | B     | B     | hjk                       |       |       |       |       |
| 8                 | 275               | 24    | 22     | 78    | 96    | 55    | 59                        | 65    | 71    | 29    | 51    |
|                   | 27.5%             | 32.9% | 20.2%  | 28.5% | 27.1% | 28.9% | 27.2%                     | 30.4% | 29.2% | 20.6% | 27.6% |
|                   | jc                | c     |        | c     |       | c     |                           | J     | j     |       |       |
| 7                 | 266               | 23    | 22     | 75    | 99    | 47    | 60                        | 51    | 67    | 51    | 37    |
|                   | 26.6%             | 31.5% | 20.2%  | 27.4% | 28.0% | 24.7% | 27.6%                     | 23.8% | 27.6% | 36.2% | 20.0% |
|                   | K                 | c     |        |       | c     |       | k                         |       | k     | AgHiK |       |
| 6                 | 101               | 5     | 12     | 28    | 38    | 18    | 26                        | 23    | 17    | 15    | 20    |
|                   | 10.1%             | 6.8%  | 11.0%  | 10.2% | 10.7% | 9.5%  | 12.0%                     | 10.7% | 7.0%  | 10.6% | 10.8% |
|                   |                   |       |        |       |       |       | i                         |       |       |       |       |
| 5                 | 100               | 11    | 15     | 29    | 30    | 15    | 16                        | 22    | 25    | 15    | 22    |
|                   | 10.0%             | 15.1% | 13.8%  | 10.6% | 8.5%  | 7.9%  | 7.4%                      | 10.3% | 10.3% | 10.6% | 11.9% |
| 4                 | 26                | 1     | 3      | 11    | 7     | 4     | 6                         | 4     | 9     | 3     | 4     |
|                   | 2.6%              | 1.4%  | 2.8%   | 4.0%  | 2.0%  | 2.1%  | 2.8%                      | 1.9%  | 3.7%  | 2.1%  | 2.2%  |
| 3                 | 10                |       |        | 2     | 6     | 2     | 1                         | 2     | 2     |       | 5     |
|                   | 1.0%              |       |        | 0.7%  | 1.7%  | 1.1%  | 0.5%                      | 0.9%  | 0.8%  |       | 2.7%  |
|                   |                   |       |        |       |       |       |                           |       |       |       | g     |
| 2                 | 11                |       | 3      | 4     | 3     | 1     |                           | 4     | 3     | 2     | 2     |
|                   | 1.1%              |       | 2.8%   | 1.5%  | 0.8%  | 0.5%  |                           | 1.9%  | 1.2%  | 1.4%  | 1.1%  |
| Not At All Bright | 13                |       | 2      | 3     | 3     | 5     | 2                         | 2     | 1     | 2     | 6     |
|                   | 1.3%              |       | 1.8%   | 1.1%  | 0.8%  | 2.6%  | 0.9%                      | 0.9%  | 0.4%  | 1.4%  | 3.2%  |
|                   |                   |       |        |       |       |       |                           |       |       |       | I     |
| Mean              | 7.22              | 7.26  | 7.17   | 7.08  | 7.28  | 7.33  | 7.36                      | 7.24  | 7.28  | 7.10  | 7.04  |
|                   |                   |       |        |       |       |       | k                         |       |       |       |       |
| Base              | 1000              | 73    | 109    | 274   | 354   | 190   | 217                       | 214   | 243   | 141   | 185   |

Note: Very Bright=10; Not At All Bright=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q3. What do you like most about living in Lexington?

|   | GENDER |       |        | AGE GROUP |       |       |       |       |       | ETHNIC IDENTITY |       |       |       |
|---|--------|-------|--------|-----------|-------|-------|-------|-------|-------|-----------------|-------|-------|-------|
|   | TOTAL  | MALE  | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+   | CAUC            | AA    | HISP  | OTHER |
|   | (A)    | (B)   | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)   | (J)             | (K)   | (L)   | (M)   |
| Base  | 1000   | 487   | 513    | 168       | 194   | 224   | 156   | 134   | 122   | 838             | 127   | 20    | 25    |
| Size/Location (CUME)  | 399    | 175   | 224    | 48        | 86    | 100   | 72    | 48    | 44    | 348             | 44    | 5     | 4     |
|   | 39.9%  | 35.9% | 43.7%  | 28.6%     | 44.3% | 44.6% | 46.2% | 35.8% | 36.1% | 41.5%           | 34.6% | 25.0% | 16.0% |
|   | MD     |       | B      |           | D     | Dh    | Dhi   |       |       | lM              | M     |       |       |
| Size/small town feel/small city with large amenities        | 275    | 122   | 153    | 29        | 60    | 74    | 53    | 32    | 26    | 240             | 29    | 4     | 2     |
|   | 27.5%  | 25.1% | 29.8%  | 17.3%     | 30.9% | 33.0% | 34.0% | 23.9% | 21.3% | 28.6%           | 22.8% | 20.0% | 8.0%  |
|   | MD     |       | b      |           | Di    | DhI   | DhI   |       |       | M               | M     |       |       |
| Easy to get around/convenient/convenient to other cities    | 152    | 64    | 88     | 21        | 29    | 31    | 24    | 23    | 24    | 134             | 17    | 1     | 2     |
|   | 15.2%  | 13.1% | 17.2%  | 12.5%     | 14.9% | 13.8% | 15.4% | 17.2% | 19.7% | 16.0%           | 13.4% | 5.0%  | 8.0%  |
|   | L      |       | b      |           |       |       |       |       |       | L               |       |       |       |
| People (CUME)   | 239    | 107   | 132    | 42        | 40    | 45    | 40    | 37    | 33    | 196             | 33    | 3     | 10    |
|   | 23.9%  | 22.0% | 25.7%  | 25.0%     | 20.6% | 20.1% | 25.6% | 27.6% | 27.0% | 23.4%           | 26.0% | 15.0% | 40.0% |
|   |        |       |        |           |       |       |       |       |       |                 |       | jL    |       |
| Friendly people/good community                              | 145    | 59    | 86     | 25        | 27    | 24    | 25    | 22    | 20    | 124             | 19    | 1     | 4     |
|   | 14.5%  | 12.1% | 16.8%  | 14.9%     | 13.9% | 10.7% | 16.0% | 16.4% | 16.4% | 14.8%           | 15.0% | 5.0%  | 16.0% |
|   | l      |       | B      |           |       |       |       |       |       | l               | l     |       |       |
| Family or friends are located here/near here/I grew up here | 81     | 41    | 40     | 15        | 12    | 16    | 13    | 12    | 13    | 63              | 12    |       | 5     |
|   | 8.1%   | 8.4%  | 7.8%   | 8.9%      | 6.2%  | 7.1%  | 8.3%  | 9.0%  | 10.7% | 7.5%            | 9.4%  |       | 20.0% |
| Diversity   | 20     | 10    | 10     | 2         | 2     | 5     | 5     | 4     | 2     | 16              | 2     | 2     | 1     |
|   | 2.0%   | 2.1%  | 1.9%   | 1.2%      | 1.0%  | 2.2%  | 3.2%  | 3.0%  | 1.6%  | 1.9%            | 1.6%  | 10.0% | 4.0%  |
| Family-Friendly (CUME)                                      | 225    | 117   | 108    | 52        | 33    | 54    | 26    | 31    | 29    | 188             | 30    | 5     | 7     |
|   | 22.5%  | 24.0% | 21.1%  | 31.0%     | 17.0% | 24.1% | 16.7% | 23.1% | 23.8% | 22.4%           | 23.6% | 25.0% | 28.0% |
|   | eg     |       |        | AEG       |       | eg    |       |       |       |                 |       |       |       |
| Higher education institutions/Good schools                  | 82     | 49    | 33     | 25        | 11    | 18    | 7     | 8     | 13    | 73              | 5     | 2     | 2     |
|   | 8.2%   | 10.1% | 6.4%   | 14.9%     | 5.7%  | 8.0%  | 4.5%  | 6.0%  | 10.7% | 8.7%            | 3.9%  | 10.0% | 8.0%  |
|   | KG     | C     |        | AIEFGH    |       |       |       |       | g     | K               |       |       |       |
| Low crime/Feel safe   | 69     | 32    | 37     | 13        | 7     | 20    | 9     | 14    | 6     | 56              | 10    | 2     | 1     |
|   | 6.9%   | 6.6%  | 7.2%   | 7.7%      | 3.6%  | 8.9%  | 5.8%  | 10.4% | 4.9%  | 6.7%            | 7.9%  | 10.0% | 4.0%  |
|   | E      |       |        | e         |       | E     |       | Ei    |       |                 |       |       |       |
| The neighborhoods/homes/architecture                        | 37     | 14    | 23     | 7         | 6     | 7     | 4     | 6     | 7     | 34              | 3     |       | 3     |
|   | 3.7%   | 2.9%  | 4.5%   | 4.2%      | 3.1%  | 3.1%  | 2.6%  | 4.5%  | 5.7%  | 4.1%            | 2.4%  |       | 12.0% |
| Good place to raise a family                                | 34     | 18    | 16     | 5         | 5     | 14    | 4     | 3     | 3     | 28              | 7     |       | 2     |
|   | 3.4%   | 3.7%  | 3.1%   | 3.0%      | 2.6%  | 6.2%  | 2.6%  | 2.2%  | 2.5%  | 3.3%            | 5.5%  |       | 8.0%  |
|   |        |       |        |           |       | aeghi |       |       |       |                 |       |       |       |
| Laid back/quiet/peaceful                                    | 26     | 16    | 10     | 6         | 6     | 6     | 4     | 2     | 2     | 18              | 8     | 1     |       |
|   | 2.6%   | 3.3%  | 1.9%   | 3.6%      | 3.1%  | 2.7%  | 2.6%  | 1.5%  | 1.6%  | 2.1%            | 6.3%  | 5.0%  |       |
|   |        |       |        |           |       |       |       |       |       |                 | aj    |       |       |
| Landscape/Climate (CUME)                                    | 224    | 108   | 116    | 35        | 38    | 42    | 40    | 38    | 31    | 193             | 19    | 8     | 5     |
|   | 22.4%  | 22.2% | 22.6%  | 20.8%     | 19.6% | 18.8% | 25.6% | 28.4% | 25.4% | 23.0%           | 15.0% | 40.0% | 20.0% |
|   | K      |       |        |           |       |       |       | eF    |       | K               |       | K     |       |
| Countryside/landscape/greenspace/beauty                     | 116    | 48    | 68     | 17        | 17    | 24    | 23    | 18    | 17    | 101             | 10    | 3     | 3     |
|   | 11.6%  | 9.9%  | 13.3%  | 10.1%     | 8.8%  | 10.7% | 14.7% | 13.4% | 13.9% | 12.1%           | 7.9%  | 15.0% | 12.0% |
|   |        |       | b      |           |       |       | e     |       |       |                 |       |       |       |
| Horse industry/horse farms/Keeneland                        | 55     | 30    | 25     | 7         | 12    | 12    | 9     | 8     | 7     | 46              | 5     | 3     |       |
|   | 5.5%   | 6.2%  | 4.9%   | 4.2%      | 6.2%  | 5.4%  | 5.8%  | 6.0%  | 5.7%  | 5.5%            | 3.9%  | 15.0% |       |
| Climate   | 45     | 25    | 20     | 5         | 9     | 8     | 5     | 10    | 8     | 39              | 4     | 2     | 1     |
|   | 4.5%   | 5.1%  | 3.9%   | 3.0%      | 4.6%  | 3.6%  | 3.2%  | 7.5%  | 6.6%  | 4.7%            | 3.1%  | 10.0% | 4.0%  |
|   |        |       |        |           |       |       |       | d     |       |                 |       |       |       |
| Clean/Environmentally friendly                              | 37     | 17    | 20     | 8         | 6     | 6     | 6     | 6     | 5     | 31              | 3     | 2     | 1     |
|   | 3.7%   | 3.5%  | 3.9%   | 4.8%      | 3.1%  | 2.7%  | 3.8%  | 4.5%  | 4.1%  | 3.7%            | 2.4%  | 10.0% | 4.0%  |

(Continued)

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q3. What do you like most about living in Lexington?

|  | GENDER             |                 |             | AGE GROUP           |                    |             |                |                 |                  | ETHNIC IDENTITY    |                |                    |           |
|--|--------------------|-----------------|-------------|---------------------|--------------------|-------------|----------------|-----------------|------------------|--------------------|----------------|--------------------|-----------|
|  | TOTAL              | MALE            | FEMALE      | 18-24               | 25-34              | 35-44       | 45-54          | 55-64           | 65+              | CAUC               | AA             | HISP               | OTHER     |
|  | (A)                | (B)             | (C)         | (D)                 | (E)                | (F)         | (G)            | (H)             | (I)              | (J)                | (K)            | (L)                | (M)       |
| Things To Do (CUME)  | 164<br>16.4%<br>kM | 82<br>16.8%     | 82<br>16.0% | 39<br>23.2%<br>AFGI | 38<br>19.6%<br>Fi  | 28<br>12.5% | 21<br>13.5%    | 23<br>17.2%     | 15<br>12.3%      | 144<br>17.2%<br>KM | 14<br>11.0%    | 7<br>35.0%<br>ajKM | 1<br>4.0% |
| Cultural opportunities/<br>activities/Lots of things to do | 76<br>7.6%<br>i    | 36<br>7.4%      | 40<br>7.8%  | 16<br>9.5%<br>i     | 22<br>11.3%<br>fGI | 14<br>6.2%  | 8<br>5.1%      | 11<br>8.2%      | 5<br>4.1%        | 66<br>7.9%         | 7<br>5.5%      | 4<br>20.0%         | 1<br>4.0% |
| Downtown area/downtown nightlife                           | 34<br>3.4%<br>K    | 20<br>4.1%      | 14<br>2.7%  | 10<br>6.0%<br>F     | 7<br>3.6%          | 4<br>1.8%   | 6<br>3.8%      | 4<br>3.0%       | 3<br>2.5%        | 32<br>3.8%<br>K    | 1<br>0.8%      | 1<br>5.0%          |           |
| Shopping   | 27<br>2.7%<br>Ki   | 11<br>2.3%      | 16<br>3.1%  | 8<br>4.8%<br>fi     | 5<br>2.6%          | 3<br>1.3%   | 5<br>3.2%      | 5<br>3.7%       | 1<br>0.8%        | 25<br>3.0%<br>K    | 1<br>0.8%      | 1<br>5.0%          |           |
| Parks and recreational<br>activities/Parks                 | 17<br>1.7%         | 11<br>2.3%      | 6<br>1.2%   | 4<br>2.4%           | 2<br>1.0%          | 5<br>2.2%   | 2<br>1.3%      | 2<br>1.5%       | 2<br>1.6%        | 13<br>1.6%         | 2<br>1.6%      | 3<br>15.0%<br>ajk  |           |
| Churches   | 13<br>1.3%         | 4<br>0.8%       | 9<br>1.8%   | 1<br>0.6%           | 3<br>1.5%          | 3<br>1.3%   | 2<br>1.3%      |                 | 4<br>3.3%        | 9<br>1.1%          | 4<br>3.1%      |                    |           |
| Sporting events  | 11<br>1.1%         | 7<br>1.4%       | 4<br>0.8%   | 3<br>1.8%           | 4<br>2.1%          | 1<br>0.4%   | 1<br>0.6%      | 1<br>0.7%       | 1<br>0.8%        | 10<br>1.2%         | 1<br>0.8%      |                    |           |
| Opportunities for seniors                                  | 2<br>0.2%          | 1<br>0.2%       | 1<br>0.2%   |                     |                    | 1<br>0.4%   |                |                 | 1<br>0.8%        | 1<br>0.1%          |                | 1<br>5.0%          |           |
| Jobs/Cost of Living (CUME)                                 | 37<br>3.7%         | 20<br>4.1%      | 17<br>3.3%  | 6<br>3.6%           | 8<br>4.1%          | 8<br>3.6%   | 8<br>5.1%<br>i | 5<br>3.7%       | 2<br>1.6%        | 31<br>3.7%         | 5<br>3.9%      |                    | 1<br>4.0% |
| Employment/Jobs  | 21<br>2.1%         | 14<br>2.9%<br>c | 7<br>1.4%   | 4<br>2.4%           | 4<br>2.1%          | 4<br>1.8%   | 5<br>3.2%      | 2<br>1.5%       | 2<br>1.6%        | 18<br>2.1%         | 2<br>1.6%      |                    | 1<br>4.0% |
| Cost of living   | 16<br>1.6%         | 6<br>1.2%       | 10<br>1.9%  | 2<br>1.2%           | 4<br>2.1%          | 4<br>1.8%   | 3<br>1.9%      | 3<br>2.2%       |                  | 13<br>1.6%         | 3<br>2.4%      |                    |           |
| Other  | 78<br>7.8%<br>e    | 43<br>8.8%      | 35<br>6.8%  | 16<br>9.5%<br>e     | 9<br>4.6%          | 16<br>7.1%  | 10<br>6.4%     | 13<br>9.7%<br>e | 14<br>11.5%<br>E | 66<br>7.9%         | 10<br>7.9%     | 1<br>5.0%          | 2<br>8.0% |
| Nothing/Not much   | 11<br>1.1%<br>c    | 9<br>1.8%<br>C  | 2<br>0.4%   | 3<br>1.8%           | 4<br>2.1%          | 2<br>0.9%   | 1<br>0.6%      | 1<br>0.7%       |                  | 6<br>0.7%          | 5<br>3.9%<br>j |                    |           |
| Don't know   | 6<br>0.6%          | 6<br>1.2%       |             |                     | 2<br>1.0%          | 2<br>0.9%   |                | 2<br>1.5%       |                  | 6<br>0.7%          |                |                    |           |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q3. What do you like most about living in Lexington?

|  | AREA OF LEXINGTON |            |        |            |            |       | YEARS LIVING IN LEXINGTON |           |               |            |                |
|--|-------------------|------------|--------|------------|------------|-------|---------------------------|-----------|---------------|------------|----------------|
|  | TOTAL             | NORTH      | DNTOWN | WEST       | SOUTH      | EAST  | < 10                      | 10-19     | 20-29         | 30-39      | 40+            |
|  | (A)               | (B)        | (C)    | (D)        | (E)        | (F)   | (G)                       | (H)       | (I)           | (J)        | (K)            |
| Base   | 1000              | 73         | 109    | 274        | 354        | 190   | 217                       | 214       | 243           | 141        | 185            |
| Size/Location (CUME)   | 399               | 33         | 36     | 122        | 136        | 72    | 93                        | 79        | 98            | 62         | 67             |
|  | 39.9%             | 45.2%<br>c | 33.0%  | 44.5%<br>c | 38.4%      | 37.9% | 42.9%                     | 36.9%     | 40.3%         | 44.0%      | 36.2%          |
| Size/small town feel/small city<br>with large amenities        | 275               | 26         | 24     | 81         | 96         | 48    | 65                        | 54        | 65            | 42         | 49             |
|  | 27.5%             | 35.6%<br>c | 22.0%  | 29.6%      | 27.1%      | 25.3% | 30.0%                     | 25.2%     | 26.7%         | 29.8%      | 26.5%          |
| Easy to get around/convenient/<br>convenient to other cities   | 152               | 11         | 13     | 50         | 50         | 28    | 32                        | 28        | 41            | 22         | 29             |
|  | 15.2%             | 15.1%      | 11.9%  | 18.2%      | 14.1%      | 14.7% | 14.7%                     | 13.1%     | 16.9%         | 15.6%      | 15.7%          |
| People (CUME)  | 239               | 16         | 26     | 73         | 85         | 39    | 44                        | 49        | 58            | 29         | 59             |
|  | 23.9%             | 21.9%      | 23.9%  | 26.6%      | 24.0%      | 20.5% | 20.3%                     | 22.9%     | 23.9%         | 20.6%      | 31.9%<br>AGHIJ |
| Friendly people/good community                                 | 145               | 11         | 10     | 47         | 54         | 23    | 30                        | 29        | 39            | 17         | 30             |
|  | 14.5%<br>c        | 15.1%      | 9.2%   | 17.2%<br>c | 15.3%<br>c | 12.1% | 13.8%                     | 13.6%     | 16.0%         | 12.1%      | 16.2%          |
| Family or friends are located<br>here/near here/I grew up here | 81                | 5          | 14     | 20         | 28         | 14    | 9                         | 16        | 16            | 12         | 28             |
|  | 8.1%<br>g         | 6.8%       | 12.8%  | 7.3%       | 7.9%       | 7.4%  | 4.1%                      | 7.5%      | 6.6%          | 8.5%       | 15.1%<br>AGHIJ |
| Diversity  | 20                |            | 2      | 10         | 5          | 3     | 7                         | 4         | 5             | 2          | 2              |
|  | 2.0%              |            | 1.8%   | 3.6%<br>e  | 1.4%       | 1.6%  | 3.2%                      | 1.9%      | 2.1%          | 1.4%       | 1.1%           |
| Family-Friendly (CUME)   | 225               | 15         | 29     | 64         | 79         | 38    | 45                        | 47        | 63            | 27         | 43             |
|  | 22.5%             | 20.5%      | 26.6%  | 23.4%      | 22.3%      | 20.0% | 20.7%                     | 22.0%     | 25.9%         | 19.1%      | 23.2%          |
| Higher education institutions/<br>Good schools                 | 82                | 6          | 10     | 20         | 31         | 15    | 17                        | 16        | 30            | 5          | 14             |
|  | 8.2%<br>j         | 8.2%       | 9.2%   | 7.3%       | 8.8%       | 7.9%  | 7.8%<br>j                 | 7.5%<br>j | 12.3%<br>ahJk | 3.5%       | 7.6%           |
| Low crime/Feel safe  | 69                | 4          | 9      | 22         | 20         | 14    | 15                        | 15        | 16            | 11         | 12             |
|  | 6.9%              | 5.5%       | 8.3%   | 8.0%       | 5.6%       | 7.4%  | 6.9%                      | 7.0%      | 6.6%          | 7.8%       | 6.5%           |
| The neighborhoods/homes/<br>architecture                       | 37                | 2          | 4      | 11         | 18         | 2     | 5                         | 11        | 7             | 6          | 8              |
|  | 3.7%<br>f         | 2.7%       | 3.7%   | 4.0%<br>f  | 5.1%<br>f  | 1.1%  | 2.3%                      | 5.1%      | 2.9%          | 4.3%       | 4.3%           |
| Good place to raise a family                                   | 34                | 3          | 5      | 9          | 13         | 4     | 6                         | 5         | 11            | 3          | 9              |
|  | 3.4%              | 4.1%       | 4.6%   | 3.3%       | 3.7%       | 2.1%  | 2.8%                      | 2.3%      | 4.5%          | 2.1%       | 4.9%           |
| Laid back/quiet/peaceful                                       | 26                | 1          | 5      | 10         | 5          | 5     | 7                         | 4         | 4             | 6          | 5              |
|  | 2.6%              | 1.4%       | 4.6%   | 3.6%<br>e  | 1.4%       | 2.6%  | 3.2%                      | 1.9%      | 1.6%          | 4.3%       | 2.7%           |
| Landscape/Climate (CUME)                                       | 224               | 17         | 21     | 66         | 88         | 32    | 42                        | 45        | 56            | 37         | 44             |
|  | 22.4%<br>f        | 23.3%      | 19.3%  | 24.1%<br>f | 24.9%<br>f | 16.8% | 19.4%                     | 21.0%     | 23.0%         | 26.2%      | 23.8%          |
| Countryside/landscape/greenspace/<br>beauty                    | 116               | 9          | 10     | 33         | 51         | 13    | 20                        | 23        | 27            | 22         | 24             |
|  | 11.6%<br>f        | 12.3%      | 9.2%   | 12.0%<br>f | 14.4%<br>f | 6.8%  | 9.2%                      | 10.7%     | 11.1%         | 15.6%<br>g | 13.0%          |
| Horse industry/horse farms/<br>Keeneland                       | 55                | 6          | 7      | 13         | 19         | 10    | 10                        | 12        | 13            | 10         | 10             |
|  | 5.5%              | 8.2%       | 6.4%   | 4.7%       | 5.4%       | 5.3%  | 4.6%                      | 5.6%      | 5.3%          | 7.1%       | 5.4%           |
| Climate  | 45                | 2          | 3      | 17         | 15         | 8     | 8                         | 9         | 12            | 8          | 8              |
|  | 4.5%              | 2.7%       | 2.8%   | 6.2%       | 4.2%       | 4.2%  | 3.7%                      | 4.2%      | 4.9%          | 5.7%       | 4.3%           |
| Clean/Environmentally friendly                                 | 37                | 2          | 2      | 13         | 13         | 7     | 8                         | 5         | 12            | 5          | 7              |
|  | 3.7%              | 2.7%       | 1.8%   | 4.7%       | 3.7%       | 3.7%  | 3.7%                      | 2.3%      | 4.9%          | 3.5%       | 3.8%           |

(Continued)

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q3. What do you like most about living in Lexington?

|  | AREA OF LEXINGTON  |             |                |                |                 |                    | YEARS LIVING IN LEXINGTON |                 |                   |             |             |
|--|--------------------|-------------|----------------|----------------|-----------------|--------------------|---------------------------|-----------------|-------------------|-------------|-------------|
|  | TOTAL              | NORTH       | DNTOWN         | WEST           | SOUTH           | EAST               | < 10                      | 10-19           | 20-29             | 30-39       | 40+         |
|  | (A)                | (B)         | (C)            | (D)            | (E)             | (F)                | (G)                       | (H)             | (I)               | (J)         | (K)         |
| Things To Do (CUME)  | 164<br>16.4%<br>jk | 13<br>17.8% | 21<br>19.3%    | 42<br>15.3%    | 57<br>16.1%     | 31<br>16.3%        | 43<br>19.8%<br>JK         | 35<br>16.4%     | 48<br>19.8%<br>JK | 16<br>11.3% | 22<br>11.9% |
| Cultural opportunities/<br>activities/Lots of things to do | 76<br>7.6%<br>KF   | 7<br>9.6%   | 7<br>6.4%      | 21<br>7.7%     | 33<br>9.3%<br>F | 8<br>4.2%          | 23<br>10.6%<br>K          | 16<br>7.5%      | 21<br>8.6%<br>K   | 9<br>6.4%   | 7<br>3.8%   |
| Downtown area/downtown nightlife                           | 34<br>3.4%<br>j    | 1<br>1.4%   | 7<br>6.4%<br>b | 8<br>2.9%      | 11<br>3.1%      | 7<br>3.7%          | 14<br>6.5%<br>aHiJ        | 5<br>2.3%       | 7<br>2.9%         | 2<br>1.4%   | 6<br>3.2%   |
| Shopping   | 27<br>2.7%         | 2<br>2.7%   | 2<br>1.8%      | 4<br>1.5%      | 9<br>2.5%       | 10<br>5.3%<br>cD   | 7<br>3.2%                 | 5<br>2.3%       | 9<br>3.7%         | 3<br>2.1%   | 3<br>1.6%   |
| Parks and recreational<br>activities/Parks                 | 17<br>1.7%<br>kf   | 1<br>1.4%   | 1<br>0.9%      | 6<br>2.2%      | 8<br>2.3%<br>f  | 1<br>0.5%          | 3<br>1.4%                 | 5<br>2.3%       | 7<br>2.9%<br>jk   | 1<br>0.7%   | 1<br>0.5%   |
| Churches   | 13<br>1.3%<br>E    |             | 4<br>3.7%<br>e | 5<br>1.8%<br>e | 1<br>0.3%       | 3<br>1.6%          | 2<br>0.9%                 | 3<br>1.4%       | 4<br>1.6%         | 1<br>0.7%   | 3<br>1.6%   |
| Sporting events  | 11<br>1.1%         | 1<br>1.4%   |                | 1<br>0.4%      | 4<br>1.1%       | 5<br>2.6%<br>d     | 1<br>0.5%                 | 2<br>0.9%       | 6<br>2.5%<br>g    |             | 2<br>1.1%   |
| Opportunities for seniors                                  | 2<br>0.2%          | 1<br>1.4%   |                | 1<br>0.4%      |                 |                    |                           | 1<br>0.5%       |                   |             | 1<br>0.5%   |
| Jobs/Cost of Living (CUME)                                 | 37<br>3.7%         | 1<br>1.4%   | 7<br>6.4%<br>b | 9<br>3.3%      | 13<br>3.7%      | 7<br>3.7%          | 8<br>3.7%                 | 9<br>4.2%       | 13<br>5.3%<br>jk  | 3<br>2.1%   | 4<br>2.2%   |
| Employment/Jobs  | 21<br>2.1%<br>j    | 1<br>1.4%   | 5<br>4.6%<br>e | 7<br>2.6%      | 4<br>1.1%       | 4<br>2.1%          | 6<br>2.8%                 | 6<br>2.8%       | 6<br>2.5%         | 1<br>0.7%   | 2<br>1.1%   |
| Cost of living   | 16<br>1.6%         |             | 2<br>1.8%      | 2<br>0.7%      | 9<br>2.5%<br>d  | 3<br>1.6%          | 2<br>0.9%                 | 3<br>1.4%       | 7<br>2.9%         | 2<br>1.4%   | 2<br>1.1%   |
| Other  | 78<br>7.8%<br>D    | 3<br>4.1%   | 9<br>8.3%      | 12<br>4.4%     | 30<br>8.5%<br>D | 24<br>12.6%<br>aBD | 15<br>6.9%                | 15<br>7.0%      | 18<br>7.4%        | 12<br>8.5%  | 18<br>9.7%  |
| Nothing/Not much   | 11<br>1.1%         | 1<br>1.4%   | 1<br>0.9%      | 5<br>1.8%      | 3<br>0.8%       | 1<br>0.5%          | 1<br>0.5%                 | 7<br>3.3%<br>aG |                   | 3<br>2.1%   |             |
| Don't know   | 6<br>0.6%          |             |                | 2<br>0.7%      | 3<br>0.8%       | 1<br>0.5%          |                           | 3<br>1.4%       | 1<br>0.4%         | 1<br>0.7%   | 1<br>0.5%   |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
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Lower case letters indicate significance at the 90% level.

Q4. What about Lexington, if anything, makes you think about living somewhere else?

|   | GENDER              |                 |                   | AGE GROUP             |                   |                    |                   |                       |                       | ETHNIC IDENTITY   |                   |                 |            |
|---|---------------------|-----------------|-------------------|-----------------------|-------------------|--------------------|-------------------|-----------------------|-----------------------|-------------------|-------------------|-----------------|------------|
|   | TOTAL               | MALE            | FEMALE            | 18-24                 | 25-34             | 35-44              | 45-54             | 55-64                 | 65+                   | CAUC              | AA                | HISP            | OTHER      |
|   | (A)                 | (B)             | (C)               | (D)                   | (E)               | (F)                | (G)               | (H)                   | (I)                   | (J)               | (K)               | (L)             | (M)        |
| Base  | 1000                | 487             | 513               | 168                   | 194               | 224                | 156               | 134                   | 122                   | 838               | 127               | 20              | 25         |
| Nothing/Don't want to live anywhere else                    | 271<br>27.1%<br>M   | 119<br>24.4%    | 152<br>29.6%<br>b | 44<br>26.2%           | 43<br>22.2%       | 62<br>27.7%        | 36<br>23.1%       | 38<br>28.4%           | 48<br>39.3%<br>ADEFGH | 234<br>27.9%<br>M | 32<br>25.2%<br>M  | 6<br>30.0%<br>M | 1<br>4.0%  |
| Traffic congestion/Poor traffic flow/roadways               | 173<br>17.3%<br>KdI | 92<br>18.9%     | 81<br>15.8%       | 21<br>12.5%           | 36<br>18.6%<br>I  | 51<br>22.8%<br>aDI | 29<br>18.6%<br>I  | 23<br>17.2%<br>i      | 12<br>9.8%            | 152<br>18.1%<br>K | 13<br>10.2%       | 3<br>15.0%      | 5<br>20.0% |
| Jobs/Cost of Living (CUME)                                  | 135<br>13.5%<br>i   | 72<br>14.8%     | 63<br>12.3%       | 21<br>12.5%           | 31<br>16.0%<br>I  | 34<br>15.2%<br>I   | 23<br>14.7%<br>i  | 16<br>11.9%           | 10<br>8.2%            | 109<br>13.0%      | 26<br>20.5%<br>aJ |                 | 5<br>20.0% |
| Lack of economic opportunities                              | 59<br>5.9%<br>hI    | 35<br>7.2%<br>c | 24<br>4.7%        | 14<br>8.3%<br>HI      | 16<br>8.2%<br>HI  | 15<br>6.7%<br>hi   | 7<br>4.5%         | 4<br>3.0%             | 3<br>2.5%             | 41<br>4.9%        | 18<br>14.2%<br>AJ |                 | 3<br>12.0% |
| High taxes  | 48<br>4.8%<br>KD    | 23<br>4.7%      | 25<br>4.9%        | 1<br>0.6%             | 8<br>4.1%<br>D    | 11<br>4.9%<br>D    | 14<br>9.0%<br>aDe | 8<br>6.0%<br>D        | 6<br>4.9%<br>D        | 47<br>5.6%<br>K   | 1<br>0.8%         |                 | 1<br>4.0%  |
| Cost of living is too high                                  | 31<br>3.1%<br>g     | 15<br>3.1%      | 16<br>3.1%        | 7<br>4.2%             | 10<br>5.2%<br>G   | 7<br>3.1%          | 2<br>1.3%         | 5<br>3.7%             |                       | 24<br>2.9%        | 7<br>5.5%         |                 | 1<br>4.0%  |
| High gas prices   | 6<br>0.6%           | 2<br>0.4%       | 4<br>0.8%         |                       |                   | 4<br>1.8%          | 1<br>0.6%         |                       | 1<br>0.8%             | 5<br>0.6%         | 1<br>0.8%         |                 |            |
| Lack of cultural activities/nightlife/shopping downtown     | 111<br>11.1%<br>HI  | 59<br>12.1%     | 52<br>10.1%       | 34<br>20.2%<br>AEFGHI | 23<br>11.9%<br>hi | 22<br>9.8%         | 17<br>10.9%       | 8<br>6.0%             | 7<br>5.7%             | 77<br>9.2%        | 29<br>22.8%<br>AJ |                 | 4<br>16.0% |
| Urban sprawl/Poorly planned development                     | 105<br>10.5%<br>K   | 48<br>9.9%      | 57<br>11.1%       | 15<br>8.9%            | 22<br>11.3%       | 25<br>11.2%        | 18<br>11.5%       | 14<br>10.4%           | 11<br>9.0%            | 95<br>11.3%<br>K  | 5<br>3.9%         | 3<br>15.0%      | 4<br>16.0% |
| People (CUME)   | 65<br>6.5%<br>i     | 30<br>6.2%      | 35<br>6.8%        | 9<br>5.4%             | 16<br>8.2%<br>i   | 15<br>6.7%         | 12<br>7.7%<br>i   | 9<br>6.7%             | 4<br>3.3%             | 50<br>6.0%        | 14<br>11.0%<br>j  | 1<br>5.0%       | 3<br>12.0% |
| The people  | 24<br>2.4%          | 9<br>1.8%       | 15<br>2.9%        | 3<br>1.8%             | 5<br>2.6%         | 5<br>2.2%          | 5<br>3.2%         | 4<br>3.0%             | 2<br>1.6%             | 19<br>2.3%        | 5<br>3.9%         |                 |            |
| Too conservative/Lack of diversity                          | 18<br>1.8%          | 10<br>2.1%      | 8<br>1.6%         | 3<br>1.8%             | 5<br>2.6%         | 3<br>1.3%          | 5<br>3.2%         | 2<br>1.5%             |                       | 13<br>1.6%        | 4<br>3.1%         |                 | 2<br>8.0%  |
| Immigrants/Illegal immigrants                               | 14<br>1.4%          | 8<br>1.6%       | 6<br>1.2%         | 2<br>1.2%             | 3<br>1.5%         | 5<br>2.2%          | 1<br>0.6%         | 2<br>1.5%             | 1<br>0.8%             | 11<br>1.3%        | 3<br>2.4%         |                 | 1<br>4.0%  |
| Population increase/Too many people                         | 9<br>0.9%           | 3<br>0.6%       | 6<br>1.2%         | 1<br>0.6%             | 3<br>1.5%         | 2<br>0.9%          | 1<br>0.6%         | 1<br>0.7%             | 1<br>0.8%             | 7<br>0.8%         | 2<br>1.6%         | 1<br>5.0%       |            |
| City Government (CUME)                                      | 57<br>5.7%          | 35<br>7.2%<br>C | 22<br>4.3%        | 7<br>4.2%             | 8<br>4.1%         | 15<br>6.7%         | 6<br>3.8%         | 17<br>12.7%<br>ADEFGI | 4<br>3.3%             | 51<br>6.1%<br>k   | 4<br>3.1%         | 1<br>5.0%       | 1<br>4.0%  |
| Poor job by government/elected officials/Poor city planning | 44<br>4.4%<br>KI    | 28<br>5.7%<br>C | 16<br>3.1%        | 6<br>3.6%             | 5<br>2.6%         | 11<br>4.9%<br>i    | 5<br>3.2%         | 15<br>11.2%<br>ADEFGI | 2<br>1.6%             | 40<br>4.8%<br>K   | 2<br>1.6%         | 1<br>5.0%       | 1<br>4.0%  |
| Sewer system issues   | 10<br>1.0%          | 8<br>1.6%<br>C  | 2<br>0.4%         |                       | 3<br>1.5%         | 2<br>0.9%          |                   | 4<br>3.0%             | 1<br>0.8%             | 9<br>1.1%         | 1<br>0.8%         |                 |            |
| Complaints about public transportation                      | 6<br>0.6%           | 1<br>0.2%       | 5<br>1.0%         | 1<br>0.6%             | 1<br>0.5%         | 2<br>0.9%          | 1<br>0.6%         |                       | 1<br>0.8%             | 5<br>0.6%         | 1<br>0.8%         |                 |            |
| The climate   | 39<br>3.9%<br>DE    | 20<br>4.1%      | 19<br>3.7%        | 2<br>1.2%             | 2<br>1.0%         | 9<br>4.0%<br>dE    | 11<br>7.1%<br>DE  | 6<br>4.5%<br>de       | 9<br>7.4%<br>DE       | 39<br>4.7%        |                   | 1<br>5.0%       |            |

(Continued)

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q4. What about Lexington, if anything, makes you think about living somewhere else?

|                                     | GENDER            |            |             | AGE GROUP       |                |                |                |                |                   | ETHNIC IDENTITY   |                |                 |            |
|-------------------------------------|-------------------|------------|-------------|-----------------|----------------|----------------|----------------|----------------|-------------------|-------------------|----------------|-----------------|------------|
|                                     | TOTAL             | MALE       | FEMALE      | 18-24           | 25-34          | 35-44          | 45-54          | 55-64          | 65+               | CAUC              | AA             | HISP            | OTHER      |
|                                     | (A)               | (B)        | (C)         | (D)             | (E)            | (F)            | (G)            | (H)            | (I)               | (J)               | (K)            | (L)             | (M)        |
| Increase in crime/Police protection | 38<br>3.8%<br>h   | 15<br>3.1% | 23<br>4.5%  | 7<br>4.2%       | 8<br>4.1%      | 8<br>3.6%      | 9<br>5.8%<br>H | 2<br>1.5%      | 4<br>3.3%         | 26<br>3.1%        | 9<br>7.1%<br>j | 2<br>10.0%      | 3<br>12.0% |
| School systems                      | 22<br>2.2%<br>G   | 9<br>1.8%  | 13<br>2.5%  | 4<br>2.4%       | 4<br>2.1%      | 7<br>3.1%<br>g | 1<br>0.6%      | 5<br>3.7%<br>g | 1<br>0.8%         | 18<br>2.1%        | 2<br>1.6%      |                 | 2<br>8.0%  |
| The size of the city                | 21<br>2.1%<br>g   | 12<br>2.5% | 9<br>1.8%   | 7<br>4.2%<br>Gi | 6<br>3.1%<br>g | 3<br>1.3%      | 1<br>0.6%      | 3<br>2.2%      | 1<br>0.8%         | 17<br>2.0%        | 2<br>1.6%      | 1<br>5.0%       | 2<br>8.0%  |
| Other                               | 113<br>11.3%<br>K | 48<br>9.9% | 65<br>12.7% | 15<br>8.9%      | 21<br>10.8%    | 21<br>9.4%     | 19<br>12.2%    | 16<br>11.9%    | 20<br>16.4%<br>df | 103<br>12.3%<br>K | 6<br>4.7%      | 4<br>20.0%<br>k |            |
| Don't know                          | 8<br>0.8%         | 4<br>0.8%  | 4<br>0.8%   | 4<br>2.4%       | 2<br>1.0%      | 1<br>0.4%      |                |                | 1<br>0.8%         | 7<br>0.8%         | 1<br>0.8%      |                 |            |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q4. What about Lexington, if anything, makes you think about living somewhere else?

|   | AREA OF LEXINGTON  |                  |                      |                  |                       |                  | YEARS LIVING IN LEXINGTON |                  |                  |                  |                     |
|---|--------------------|------------------|----------------------|------------------|-----------------------|------------------|---------------------------|------------------|------------------|------------------|---------------------|
|   | TOTAL              | NORTH            | DNTOWN               | WEST             | SOUTH                 | EAST             | < 10                      | 10-19            | 20-29            | 30-39            | 40+                 |
|   | (A)                | (B)              | (C)                  | (D)              | (E)                   | (F)              | (G)                       | (H)              | (I)              | (J)              | (K)                 |
| Base  | 1000               | 73               | 109                  | 274              | 354                   | 190              | 217                       | 214              | 243              | 141              | 185                 |
| Nothing/Don't want to live anywhere else                    | 271<br>27.1%<br>gC | 17<br>23.3%<br>c | 13<br>11.9%<br>c     | 72<br>26.3%<br>C | 121<br>34.2%<br>ABCDF | 48<br>25.3%<br>C | 47<br>21.7%<br>C          | 57<br>26.6%<br>C | 55<br>22.6%<br>C | 42<br>29.8%<br>g | 70<br>37.8%<br>AGHI |
| Traffic congestion/Poor traffic flow/roadways               | 173<br>17.3%       | 16<br>21.9%      | 14<br>12.8%          | 55<br>20.1%<br>c | 58<br>16.4%           | 30<br>15.8%      | 38<br>17.5%               | 42<br>19.6%      | 44<br>18.1%      | 22<br>15.6%      | 27<br>14.6%         |
| Jobs/Cost of Living (CUME)                                  | 135<br>13.5%       | 12<br>16.4%      | 23<br>21.1%<br>aDE   | 33<br>12.0%      | 40<br>11.3%           | 27<br>14.2%      | 34<br>15.7%<br>k          | 29<br>13.6%      | 37<br>15.2%<br>k | 17<br>12.1%      | 18<br>9.7%          |
| Lack of economic opportunities                              | 59<br>5.9%<br>Ke   | 4<br>5.5%        | 18<br>16.5%<br>ABDEF | 16<br>5.8%       | 13<br>3.7%            | 8<br>4.2%        | 18<br>8.3%<br>K           | 12<br>5.6%       | 14<br>5.8%       | 10<br>7.1%<br>k  | 5<br>2.7%           |
| High taxes  | 48<br>4.8%<br>jC   | 7<br>9.6%<br>C   | 1<br>0.9%            | 15<br>5.5%<br>C  | 15<br>4.2%<br>C       | 10<br>5.3%<br>C  | 8<br>3.7%<br>C            | 10<br>4.7%       | 18<br>7.4%<br>gJ | 3<br>2.1%        | 9<br>4.9%           |
| Cost of living is too high                                  | 31<br>3.1%         | 2<br>2.7%        | 4<br>3.7%            | 7<br>2.6%        | 9<br>2.5%             | 9<br>4.7%        | 8<br>3.7%                 | 8<br>3.7%        | 7<br>2.9%        | 4<br>2.8%        | 4<br>2.2%           |
| High gas prices   | 6<br>0.6%          | 1<br>1.4%        |                      |                  | 4<br>1.1%             | 1<br>0.5%        | 1<br>0.5%                 | 1<br>0.5%        | 2<br>0.8%        | 2<br>1.4%        |                     |
| Lack of cultural activities/nightlife/shopping downtown     | 111<br>11.1%       | 8<br>11.0%       | 19<br>17.4%<br>adE   | 28<br>10.2%      | 33<br>9.3%            | 23<br>12.1%      | 28<br>12.9%<br>k          | 25<br>11.7%      | 32<br>13.2%<br>k | 12<br>8.5%       | 14<br>7.6%          |
| Urban sprawl/Poorly planned development                     | 105<br>10.5%<br>f  | 12<br>16.4%<br>F | 10<br>9.2%           | 35<br>12.8%<br>F | 35<br>9.9%            | 13<br>6.8%       | 17<br>7.8%                | 25<br>11.7%      | 33<br>13.6%<br>G | 12<br>8.5%       | 18<br>9.7%          |
| People (CUME)   | 65<br>6.5%         | 3<br>4.1%        | 6<br>5.5%            | 24<br>8.8%       | 20<br>5.6%            | 12<br>6.3%       | 16<br>7.4%                | 15<br>7.0%       | 18<br>7.4%       | 8<br>5.7%        | 8<br>4.3%           |
| The people  | 24<br>2.4%         | 1<br>1.4%        | 2<br>1.8%            | 8<br>2.9%        | 10<br>2.8%            | 3<br>1.6%        | 7<br>3.2%                 | 5<br>2.3%        | 7<br>2.9%        | 2<br>1.4%        | 3<br>1.6%           |
| Too conservative/Lack of diversity                          | 18<br>1.8%         |                  | 3<br>2.8%            | 6<br>2.2%        | 6<br>1.7%             | 3<br>1.6%        | 6<br>2.8%                 | 3<br>1.4%        | 6<br>2.5%        | 3<br>2.1%        |                     |
| Immigrants/Illegal immigrants                               | 14<br>1.4%<br>i    |                  | 1<br>0.9%            | 6<br>2.2%<br>e   | 2<br>0.6%             | 5<br>2.6%<br>e   | 2<br>0.9%                 | 4<br>1.9%        | 1<br>0.4%        | 3<br>2.1%        | 4<br>2.2%           |
| Population increase/Too many people                         | 9<br>0.9%          | 2<br>2.7%        |                      | 4<br>1.5%        | 2<br>0.6%             | 1<br>0.5%        | 1<br>0.5%                 | 3<br>1.4%        | 4<br>1.6%        |                  | 1<br>0.5%           |
| City Government (CUME)                                      | 57<br>5.7%<br>g    | 3<br>4.1%        | 5<br>4.6%            | 17<br>6.2%       | 21<br>5.9%            | 11<br>5.8%       | 7<br>3.2%                 | 10<br>4.7%       | 10<br>4.1%       | 11<br>7.8%<br>g  | 19<br>10.3%<br>aGHI |
| Poor job by government/elected officials/Poor city planning | 44<br>4.4%<br>g    | 3<br>4.1%        | 4<br>3.7%            | 12<br>4.4%       | 16<br>4.5%            | 9<br>4.7%        | 5<br>2.3%                 | 6<br>2.8%        | 8<br>3.3%        | 8<br>5.7%        | 17<br>9.2%<br>AGHI  |
| Sewer system issues   | 10<br>1.0%         |                  |                      | 5<br>1.8%        | 2<br>0.6%             | 3<br>1.6%        | 2<br>0.9%                 | 3<br>1.4%        |                  | 1<br>0.7%        | 4<br>2.2%           |
| Complaints about public transportation                      | 6<br>0.6%          |                  | 1<br>0.9%            | 2<br>0.7%        | 3<br>0.8%             |                  | 1<br>0.5%                 | 1<br>0.5%        | 2<br>0.8%        | 2<br>1.4%        |                     |
| The climate   | 39<br>3.9%         |                  | 3<br>2.8%            | 15<br>5.5%       | 16<br>4.5%            | 5<br>2.6%        | 8<br>3.7%                 | 6<br>2.8%        | 11<br>4.5%       | 6<br>4.3%        | 8<br>4.3%           |

(Continued)

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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Lower case letters indicate significance at the 90% level.



Q4. What about Lexington, if anything, makes you think about living somewhere else?

|                                     | AREA OF LEXINGTON |                |                 |                  |                |                 | YEARS LIVING IN LEXINGTON |             |            |             |            |
|-------------------------------------|-------------------|----------------|-----------------|------------------|----------------|-----------------|---------------------------|-------------|------------|-------------|------------|
|                                     | TOTAL             | NORTH          | DNTOWN          | WEST             | SOUTH          | EAST            | < 10                      | 10-19       | 20-29      | 30-39       | 40+        |
|                                     | (A)               | (B)            | (C)             | (D)              | (E)            | (F)             | (G)                       | (H)         | (I)        | (J)         | (K)        |
| Increase in crime/Police protection | 38<br>3.8%<br>E   | 3<br>4.1%      | 9<br>8.3%<br>aE | 11<br>4.0%<br>E  | 4<br>1.1%      | 11<br>5.8%<br>E | 8<br>3.7%                 | 9<br>4.2%   | 7<br>2.9%  | 8<br>5.7%   | 6<br>3.2%  |
| School systems                      | 22<br>2.2%        | 1<br>1.4%      | 4<br>3.7%       | 7<br>2.6%        | 5<br>1.4%      | 5<br>2.6%       | 6<br>2.8%                 | 5<br>2.3%   | 5<br>2.1%  | 2<br>1.4%   | 4<br>2.2%  |
| The size of the city                | 21<br>2.1%<br>KF  | 4<br>5.5%<br>f | 1<br>0.9%       | 7<br>2.6%<br>f   | 8<br>2.3%<br>f | 1<br>0.5%       | 8<br>3.7%<br>K            | 4<br>1.9%   | 5<br>2.1%  | 3<br>2.1%   | 1<br>0.5%  |
| Other                               | 113<br>11.3%      | 10<br>13.7%    | 14<br>12.8%     | 36<br>13.1%<br>e | 30<br>8.5%     | 23<br>12.1%     | 33<br>15.2%<br>IK         | 24<br>11.2% | 22<br>9.1% | 19<br>13.5% | 15<br>8.1% |
| Don't know                          | 8<br>0.8%         |                | 1<br>0.9%       | 1<br>0.4%        | 4<br>1.1%      | 2<br>1.1%       | 1<br>0.5%                 | 3<br>1.4%   | 4<br>1.6%  |             |            |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.

Q5. Thinking ahead to 2040, what three words would you like people to use to describe Lexington then?

|                                      | GENDER              |                   |                    | AGE GROUP            |                      |                    |                    |                   |                   | ETHNIC IDENTITY   |                  |                 |                   |
|--------------------------------------|---------------------|-------------------|--------------------|----------------------|----------------------|--------------------|--------------------|-------------------|-------------------|-------------------|------------------|-----------------|-------------------|
|                                      | TOTAL               | MALE              | FEMALE             | 18-24                | 25-34                | 35-44              | 45-54              | 55-64             | 65+               | CAUC              | AA               | HISP            | OTHER             |
|                                      | (A)                 | (B)               | (C)                | (D)                  | (E)                  | (F)                | (G)                | (H)               | (I)               | (J)               | (K)              | (L)             | (M)               |
| Base                                 | 1000                | 487               | 513                | 168                  | 194                  | 224                | 156                | 134               | 122               | 838               | 127              | 20              | 25                |
| Peaceful/embracing community         | 604<br>60.4%<br>DB  | 265<br>54.4%      | 339<br>66.1%<br>AB | 84<br>50.0%          | 108<br>55.7%         | 147<br>65.6%<br>DE | 95<br>60.9%<br>D   | 90<br>67.2%<br>DE | 79<br>64.8%<br>D  | 507<br>60.5%      | 81<br>63.8%      | 11<br>55.0%     | 12<br>48.0%       |
| Earth-friendly                       | 407<br>40.7%<br>K   | 179<br>36.8%      | 228<br>44.4%<br>B  | 64<br>38.1%          | 87<br>44.8%          | 97<br>43.3%        | 62<br>39.7%        | 52<br>38.8%       | 44<br>36.1%       | 358<br>42.7%<br>K | 37<br>29.1%      | 6<br>30.0%      | 9<br>36.0%        |
| Innovative community                 | 279<br>27.9%<br>i   | 147<br>30.2%      | 132<br>25.7%       | 54<br>32.1%<br>I     | 58<br>29.9%<br>i     | 65<br>29.0%        | 41<br>26.3%        | 35<br>26.1%       | 26<br>21.3%       | 229<br>27.3%      | 40<br>31.5%<br>l | 3<br>15.0%      | 6<br>24.0%        |
| Aesthetically pleasing place to live | 254<br>25.4%<br>kDb | 103<br>21.1%      | 151<br>29.4%<br>aB | 31<br>18.5%          | 44<br>22.7%          | 60<br>26.8%<br>D   | 50<br>32.1%<br>aDe | 33<br>24.6%<br>D  | 36<br>29.5%<br>D  | 219<br>26.1%<br>k | 24<br>18.9%      | 3<br>15.0%      | 10<br>40.0%<br>KL |
| A dynamic and thriving community     | 224<br>22.4%<br>MGI | 112<br>23.0%      | 112<br>21.8%       | 57<br>33.9%<br>AFGHI | 59<br>30.4%<br>AFGHI | 42<br>18.8%        | 24<br>15.4%        | 25<br>18.7%       | 17<br>13.9%       | 181<br>21.6%<br>M | 36<br>28.3%<br>M | 7<br>35.0%<br>M | 2<br>8.0%         |
| An enriching community               | 180<br>18.0%        | 84<br>17.2%       | 96<br>18.7%        | 27<br>16.1%          | 39<br>20.1%          | 42<br>18.8%        | 24<br>15.4%        | 24<br>17.9%       | 23<br>18.9%       | 152<br>18.1%      | 20<br>15.7%      | 6<br>30.0%      | 4<br>16.0%        |
| Successful                           | 109<br>10.9%<br>K   | 59<br>12.1%       | 50<br>9.7%         | 20<br>11.9%          | 21<br>10.8%          | 26<br>11.6%        | 16<br>10.3%        | 17<br>12.7%       | 9<br>7.4%         | 96<br>11.5%<br>K  | 7<br>5.5%        | 2<br>10.0%      | 4<br>16.0%        |
| Great place to live (general)        | 87<br>8.7%<br>e     | 52<br>10.7%<br>C  | 35<br>6.8%         | 18<br>10.7%<br>ef    | 10<br>5.2%           | 13<br>5.8%         | 16<br>10.3%<br>e   | 16<br>11.9%<br>Ef | 14<br>11.5%<br>ef | 71<br>8.5%        | 16<br>12.6%      |                 | 2<br>8.0%         |
| Affordable place to live             | 75<br>7.5%<br>Hi    | 35<br>7.2%        | 40<br>7.8%         | 19<br>11.3%<br>gHI   | 17<br>8.8%<br>Hi     | 20<br>8.9%<br>Hi   | 9<br>5.8%          | 4<br>3.0%         | 5<br>4.1%         | 60<br>7.2%        | 14<br>11.0%      |                 | 3<br>12.0%        |
| Small-town feel                      | 53<br>5.3%          | 24<br>4.9%        | 29<br>5.7%         | 7<br>4.2%            | 6<br>3.1%            | 12<br>5.4%         | 10<br>6.4%         | 9<br>6.7%         | 9<br>7.4%         | 45<br>5.4%        | 8<br>6.3%        | 1<br>5.0%       | 2<br>8.0%         |
| Authentic                            | 45<br>4.5%<br>K     | 19<br>3.9%        | 26<br>5.1%         | 8<br>4.8%            | 8<br>4.1%            | 9<br>4.0%          | 11<br>7.1%         | 5<br>3.7%         | 4<br>3.3%         | 40<br>4.8%<br>K   | 2<br>1.6%        | 1<br>5.0%       | 3<br>12.0%        |
| Healthy                              | 17<br>1.7%          | 6<br>1.2%         | 11<br>2.1%         | 2<br>1.2%            | 4<br>2.1%            | 2<br>0.9%          | 3<br>1.9%          | 3<br>2.2%         | 3<br>2.5%         | 15<br>1.8%        | 2<br>1.6%        |                 |                   |
| Other                                | 131<br>13.1%<br>Ec  | 80<br>16.4%<br>aC | 51<br>9.9%         | 24<br>14.3%<br>E     | 13<br>6.7%           | 29<br>12.9%<br>E   | 21<br>13.5%<br>E   | 21<br>15.7%<br>E  | 22<br>18.0%<br>E  | 107<br>12.8%      | 17<br>13.4%      | 3<br>15.0%      | 6<br>24.0%        |
| Don't know/None                      | 30<br>3.0%          | 20<br>4.1%<br>C   | 10<br>1.9%         | 5<br>3.0%            | 8<br>4.1%            | 4<br>1.8%          | 4<br>2.6%          | 2<br>1.5%         | 7<br>5.7%<br>fh   | 25<br>3.0%        | 3<br>2.4%        | 2<br>10.0%      |                   |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.

Q5. Thinking ahead to 2040, what three words would you like people to use to describe Lexington then?

|                                      | AREA OF LEXINGTON |                  |                  |                   |                     |                     | YEARS LIVING IN LEXINGTON |                   |                   |                 |                   |
|--------------------------------------|-------------------|------------------|------------------|-------------------|---------------------|---------------------|---------------------------|-------------------|-------------------|-----------------|-------------------|
|                                      | TOTAL             | NORTH            | DNTOWN           | WEST              | SOUTH               | EAST                | < 10                      | 10-19             | 20-29             | 30-39           | 40+               |
|                                      | (A)               | (B)              | (C)              | (D)               | (E)                 | (F)                 | (G)                       | (H)               | (I)               | (J)             | (K)               |
| Base                                 | 1000              | 73               | 109              | 274               | 354                 | 190                 | 217                       | 214               | 243               | 141             | 185               |
| Peaceful/embracing community         | 604<br>60.4%      | 48<br>65.8%      | 60<br>55.0%      | 165<br>60.2%      | 212<br>59.9%        | 119<br>62.6%        | 130<br>59.9%              | 130<br>60.7%      | 144<br>59.3%      | 79<br>56.0%     | 121<br>65.4%<br>j |
| Earth-friendly                       | 407<br>40.7%<br>F | 31<br>42.5%<br>f | 43<br>39.4%      | 108<br>39.4%<br>f | 166<br>46.9%<br>AdF | 59<br>31.1%         | 85<br>39.2%               | 86<br>40.2%       | 110<br>45.3%<br>k | 57<br>40.4%     | 69<br>37.3%       |
| Innovative community                 | 279<br>27.9%      | 24<br>32.9%      | 27<br>24.8%      | 73<br>26.6%       | 88<br>24.9%         | 67<br>35.3%<br>AcDE | 67<br>30.9%<br>h          | 51<br>23.8%       | 72<br>29.6%       | 38<br>27.0%     | 51<br>27.6%       |
| Aesthetically pleasing place to live | 254<br>25.4%<br>C | 17<br>23.3%<br>c | 14<br>12.8%      | 70<br>25.5%<br>C  | 105<br>29.7%<br>C   | 48<br>25.3%<br>C    | 46<br>21.2%               | 57<br>26.6%       | 65<br>26.7%       | 36<br>25.5%     | 50<br>27.0%       |
| A dynamic and thriving community     | 224<br>22.4%<br>k | 16<br>21.9%      | 32<br>29.4%<br>D | 52<br>19.0%       | 76<br>21.5%         | 48<br>25.3%         | 51<br>23.5%<br>k          | 52<br>24.3%<br>k  | 62<br>25.5%<br>K  | 28<br>19.9%     | 31<br>16.8%       |
| An enriching community               | 180<br>18.0%      | 9<br>12.3%       | 18<br>16.5%      | 57<br>20.8%<br>bF | 70<br>19.8%<br>bf   | 26<br>13.7%         | 47<br>21.7%<br>k          | 43<br>20.1%       | 39<br>16.0%       | 23<br>16.3%     | 28<br>15.1%       |
| Successful                           | 109<br>10.9%<br>b | 4<br>5.5%        | 12<br>11.0%      | 34<br>12.4%<br>B  | 34<br>9.6%          | 25<br>13.2%<br>B    | 26<br>12.0%               | 32<br>15.0%<br>iK | 22<br>9.1%        | 15<br>10.6%     | 14<br>7.6%        |
| Great place to live (general)        | 87<br>8.7%<br>b   | 3<br>4.1%        | 11<br>10.1%      | 27<br>9.9%<br>b   | 28<br>7.9%          | 18<br>9.5%<br>b     | 16<br>7.4%                | 20<br>9.3%        | 19<br>7.8%        | 13<br>9.2%      | 19<br>10.3%       |
| Affordable place to live             | 75<br>7.5%<br>d   | 8<br>11.0%       | 13<br>11.9%<br>D | 13<br>4.7%        | 25<br>7.1%          | 16<br>8.4%          | 17<br>7.8%                | 20<br>9.3%        | 18<br>7.4%        | 7<br>5.0%       | 13<br>7.0%        |
| Small-town feel                      | 53<br>5.3%<br>hF  | 3<br>4.1%        | 5<br>4.6%        | 23<br>8.4%<br>aF  | 18<br>5.1%<br>f     | 4<br>2.1%           | 9<br>4.1%                 | 6<br>2.8%         | 16<br>6.6%<br>h   | 10<br>7.1%<br>h | 12<br>6.5%<br>h   |
| Authentic                            | 45<br>4.5%        | 3<br>4.1%        | 4<br>3.7%        | 13<br>4.7%        | 17<br>4.8%          | 8<br>4.2%           | 10<br>4.6%                | 13<br>6.1%        | 7<br>2.9%         | 6<br>4.3%       | 9<br>4.9%         |
| Healthy                              | 17<br>1.7%<br>H   | 1<br>1.4%        | 1<br>0.9%        | 6<br>2.2%         | 6<br>1.7%           | 3<br>1.6%           | 5<br>2.3%                 | 1<br>0.5%         | 3<br>1.2%         | 2<br>1.4%       | 6<br>3.2%<br>H    |
| Other                                | 131<br>13.1%<br>h | 7<br>9.6%        | 20<br>18.3%<br>b | 38<br>13.9%       | 42<br>11.9%         | 24<br>12.6%         | 26<br>12.0%               | 20<br>9.3%        | 37<br>15.2%<br>h  | 20<br>14.2%     | 28<br>15.1%<br>h  |
| Don't know/None                      | 30<br>3.0%        | 3<br>4.1%        | 5<br>4.6%        | 9<br>3.3%         | 10<br>2.8%          | 3<br>1.6%           | 6<br>2.8%                 | 7<br>3.3%         | 4<br>1.6%         | 8<br>5.7%<br>i  | 5<br>2.7%         |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

# Aspects of Community Life (ACLs) Summary

|                     | GENDER |      |        | AGE GROUP |       |       |       |       |      | ETHNIC IDENTITY |      |      |       |
|---------------------|--------|------|--------|-----------|-------|-------|-------|-------|------|-----------------|------|------|-------|
|                     | TOTAL  | MALE | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | CAUC            | AA   | HISP | OTHER |
|                     | (A)    | (B)  | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)  | (J)             | (K)  | (L)  | (M)   |
| Base                | 1000   | 487  | 513    | 168       | 194   | 224   | 156   | 134   | 122  | 838             | 127  | 20   | 25    |
| Human Needs         | 8.56   | 8.36 | 8.75   | 8.78      | 8.63  | 8.44  | 8.50  | 8.55  | 8.47 | 8.52            | 8.88 | 8.79 | 8.19  |
| Base                | 1000   | 487  | 513    | 168       | 194   | 224   | 156   | 134   | 122  | 838             | 127  | 20   | 25    |
| Economic Expansion  | 8.08   | 7.96 | 8.19   | 8.12      | 8.16  | 8.08  | 8.11  | 7.87  | 8.07 | 8.00            | 8.49 | 8.46 | 8.46  |
| Base                | 998    | 486  | 512    | 167       | 194   | 224   | 156   | 134   | 121  | 836             | 127  | 20   | 25    |
| Physical Growth     | 8.00   | 7.72 | 8.27   | 8.13      | 8.13  | 7.92  | 7.84  | 7.91  | 8.05 | 7.94            | 8.28 | 8.32 | 8.20  |
| Base                | 999    | 487  | 512    | 168       | 194   | 224   | 156   | 134   | 121  | 837             | 127  | 20   | 25    |
| Cultural Creativity | 7.72   | 7.52 | 7.91   | 7.92      | 7.79  | 7.82  | 7.61  | 7.43  | 7.59 | 7.67            | 7.94 | 7.97 | 8.28  |
| Base                | 998    | 487  | 511    | 168       | 194   | 224   | 156   | 134   | 120  | 836             | 127  | 20   | 25    |

# Aspects of Community Life (ACLs) Summary

|                     | AREA OF LEXINGTON |       |        |      |       |      | YEARS LIVING IN LEXINGTON |       |       |       |      |
|---------------------|-------------------|-------|--------|------|-------|------|---------------------------|-------|-------|-------|------|
|                     | TOTAL             | NORTH | DNTOWN | WEST | SOUTH | EAST | < 10                      | 10-19 | 20-29 | 30-39 | 40+  |
|                     | (A)               | (B)   | (C)    | (D)  | (E)   | (F)  | (G)                       | (H)   | (I)   | (J)   | (K)  |
| Base                | 1000              | 73    | 109    | 274  | 354   | 190  | 217                       | 214   | 243   | 141   | 185  |
| Human Needs         | 8.56              | 8.59  | 8.69   | 8.59 | 8.52  | 8.52 | 8.56                      | 8.57  | 8.62  | 8.61  | 8.43 |
| Base                | 1000              | 73    | 109    | 274  | 354   | 190  | 217                       | 214   | 243   | 141   | 185  |
| Economic Expansion  | 8.08              | 8.23  | 8.11   | 8.05 | 8.01  | 8.16 | 8.12                      | 8.08  | 8.14  | 7.98  | 8.01 |
| Base                | 998               | 72    | 109    | 274  | 354   | 189  | 217                       | 213   | 243   | 141   | 184  |
| Physical Growth     | 8.00              | 8.25  | 8.16   | 8.03 | 7.93  | 7.91 | 8.04                      | 7.89  | 8.09  | 7.94  | 8.00 |
| Base                | 999               | 72    | 109    | 274  | 354   | 190  | 217                       | 214   | 243   | 141   | 184  |
| Cultural Creativity | 7.72              | 7.97  | 7.78   | 7.67 | 7.74  | 7.63 | 7.80                      | 7.76  | 7.73  | 7.67  | 7.60 |
| Base                | 998               | 71    | 109    | 274  | 354   | 190  | 216                       | 214   | 243   | 141   | 184  |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q6. In the next set of questions I am going to ask you to rate some items according to how important you feel it is to commit resources to that item, in order to make your hopes for Lexington in 2040 a reality. The scale runs from 10 to 1, with 10 being "Very Important" and 1 being "Not At All Important". The first set of items has to do with some of the community's basic human needs.

|  | GENDER |      |        | AGE GROUP |       |       |       |       |      | ETHNIC IDENTITY |      |      |       |
|--|--------|------|--------|-----------|-------|-------|-------|-------|------|-----------------|------|------|-------|
|  | TOTAL  | MALE | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | CAUC            | AA   | HISP | OTHER |
|  | (A)    | (B)  | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)  | (J)             | (K)  | (L)  | (M)   |
| Base   | 1000   | 487  | 513    | 168       | 194   | 224   | 156   | 134   | 122  | 838             | 127  | 20   | 25    |
| SUMMARY OF MEANS                               |        |      |        |           |       |       |       |       |      |                 |      |      |       |
| High quality public education for all students | 9.23   | 9.13 | 9.33   | 9.40      | 9.36  | 9.12  | 9.19  | 9.19  | 9.10 | 9.22            | 9.35 | 9.30 | 8.88  |
| Base   | 1000   | 487  | 513    | 168       | 194   | 224   | 156   | 134   | 122  | 838             | 127  | 20   | 25    |
| Citizen safety and welfare                     | 9.12   | 9.02 | 9.21   | 9.18      | 9.23  | 8.95  | 9.04  | 9.21  | 9.15 | 9.11            | 9.20 | 9.50 | 8.92  |
| Base   | 999    | 487  | 512    | 168       | 194   | 224   | 156   | 134   | 121  | 837             | 127  | 20   | 25    |
| Protection of natural resources                | 8.65   | 8.50 | 8.79   | 8.74      | 8.56  | 8.54  | 8.60  | 8.78  | 8.80 | 8.64            | 8.59 | 9.11 | 8.80  |
| Base   | 989    | 480  | 509    | 166       | 189   | 222   | 156   | 134   | 120  | 832             | 123  | 19   | 25    |
| Affordable health care                         | 8.47   | 8.21 | 8.73   | 8.59      | 8.50  | 8.36  | 8.35  | 8.46  | 8.66 | 8.42            | 8.85 | 8.90 | 7.36  |
| Base   | 993    | 484  | 509    | 167       | 194   | 223   | 156   | 134   | 117  | 831             | 127  | 20   | 25    |
| Adequate, safe, affordable housing             | 8.42   | 8.26 | 8.58   | 8.89      | 8.66  | 8.27  | 8.28  | 8.26  | 8.06 | 8.36            | 8.94 | 8.35 | 8.20  |
| Base   | 998    | 487  | 511    | 168       | 194   | 224   | 156   | 134   | 120  | 836             | 127  | 20   | 25    |
| Adequate nutrition for all                     | 8.35   | 8.02 | 8.66   | 8.61      | 8.34  | 8.18  | 8.22  | 8.33  | 8.52 | 8.30            | 8.78 | 8.45 | 7.96  |
| Base   | 995    | 484  | 511    | 166       | 194   | 223   | 156   | 134   | 120  | 833             | 127  | 20   | 25    |
| Access to affordable childcare for all parents | 8.05   | 7.71 | 8.39   | 8.48      | 8.15  | 7.92  | 7.96  | 7.71  | 8.03 | 7.96            | 8.79 | 8.35 | 7.20  |
| Base   | 982    | 481  | 501    | 165       | 190   | 220   | 154   | 132   | 119  | 821             | 126  | 20   | 25    |

Note: Very Important=10; Not At All Important=1

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|  | AREA OF LEXINGTON |                 |                    |                    |       |                  | YEARS LIVING IN LEXINGTON |       |                   |       |      |
|--|-------------------|-----------------|--------------------|--------------------|-------|------------------|---------------------------|-------|-------------------|-------|------|
|  | TOTAL             | NORTH           | DNTOWN             | WEST               | SOUTH | EAST             | < 10                      | 10-19 | 20-29             | 30-39 | 40+  |
|  | (A)               | (B)             | (C)                | (D)                | (E)   | (F)              | (G)                       | (H)   | (I)               | (J)   | (K)  |
| Base   | 1000              | 73              | 109                | 274                | 354   | 190              | 217                       | 214   | 243               | 141   | 185  |
| SUMMARY OF MEANS                               |                   |                 |                    |                    |       |                  |                           |       |                   |       |      |
| High quality public education for all students | 9.23              | 9.26            | 9.33               | 9.26               | 9.20  | 9.17             | 9.32                      | 9.21  | 9.40              | 9.09  | 9.05 |
| Base   | 1000              | 73              | 109                | 274                | 354   | 190              | 217 <sup>k</sup>          | 214   | 243 <sup>JK</sup> | 141   | 185  |
| Citizen safety and welfare                     | 9.12              | 9.11            | 9.11               | 9.27               | 9.05  | 9.04             | 9.13                      | 9.14  | 9.15              | 9.09  | 9.05 |
| Base   | 999               | 72              | 109                | 274 <sup>aEf</sup> | 354   | 190              | 217                       | 214   | 243               | 141   | 184  |
| Protection of natural resources                | 8.65              | 8.97            | 8.79               | 8.65               | 8.64  | 8.46             | 8.65                      | 8.56  | 8.60              | 8.87  | 8.64 |
| Base   | 989               | 71 <sup>F</sup> | 106                | 273                | 353   | 186              | 215                       | 211   | 240               | 140   | 183  |
| Affordable health care                         | 8.47              | 8.85            | 8.51               | 8.53               | 8.40  | 8.36             | 8.46                      | 8.57  | 8.43              | 8.48  | 8.43 |
| Base   | 993               | 71 <sup>f</sup> | 108                | 273                | 351   | 190              | 215                       | 214   | 241               | 141   | 182  |
| Adequate, safe, affordable housing             | 8.42              | 8.54            | 8.74               | 8.37               | 8.26  | 8.58             | 8.65                      | 8.38  | 8.53              | 8.30  | 8.16 |
| Base   | 998               | 72 <sup>k</sup> | 109 <sup>adE</sup> | 274                | 354   | 189 <sup>e</sup> | 217 <sup>jK</sup>         | 214   | 243 <sup>k</sup>  | 141   | 183  |
| Adequate nutrition for all                     | 8.35              | 8.44            | 8.51               | 8.24               | 8.39  | 8.32             | 8.22                      | 8.41  | 8.43              | 8.44  | 8.27 |
| Base   | 995               | 71              | 109                | 274                | 353   | 188              | 215                       | 213   | 243               | 141   | 183  |
| Access to affordable childcare for all parents | 8.05              | 8.18            | 8.23               | 8.03               | 7.98  | 8.07             | 7.94                      | 8.20  | 8.05              | 8.08  | 8.00 |
| Base   | 982               | 71              | 108                | 268                | 347   | 188              | 212                       | 206   | 241               | 141   | 182  |

Note: Very Important=10; Not At All Important=1

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|  | GENDER            |                   |                    | AGE GROUP         |                   |                   |                   |                   |                   | ETHNIC IDENTITY    |                   |                  |                  |
|--|-------------------|-------------------|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|------------------|------------------|
|  | TOTAL             | MALE              | FEMALE             | 18-24             | 25-34             | 35-44             | 45-54             | 55-64             | 65+               | CAUC               | AA                | HISP             | OTHER            |
|  | (A)               | (B)               | (C)                | (D)               | (E)               | (F)               | (G)               | (H)               | (I)               | (J)                | (K)               | (L)              | (M)              |
| Base   | 1000              | 487               | 513                | 168               | 194               | 224               | 156               | 134               | 122               | 838                | 127               | 20               | 25               |
| High quality public education for all students |                   |                   |                    |                   |                   |                   |                   |                   |                   |                    |                   |                  |                  |
| Very Important                                 | 659<br>65.9%<br>B | 290<br>59.5%<br>B | 369<br>71.9%<br>AB | 113<br>67.3%<br>i | 134<br>69.1%<br>i | 144<br>64.3%<br>i | 103<br>66.0%<br>i | 91<br>67.9%<br>i  | 73<br>59.8%<br>i  | 556<br>66.3%<br>i  | 84<br>66.1%<br>i  | 12<br>60.0%<br>i | 14<br>56.0%<br>i |
| 9  | 156<br>15.6%<br>C | 99<br>20.3%<br>AC | 57<br>11.1%<br>AC  | 30<br>17.9%<br>AC | 33<br>17.0%<br>AC | 34<br>15.2%<br>AC | 20<br>12.8%<br>AC | 16<br>11.9%<br>AC | 23<br>18.9%<br>AC | 127<br>15.2%<br>AC | 23<br>18.1%<br>AC | 5<br>25.0%<br>AC | 5<br>20.0%<br>AC |
| 8  | 90<br>9.0%<br>e   | 50<br>10.3%<br>e  | 40<br>7.8%<br>e    | 12<br>7.1%<br>e   | 12<br>6.2%<br>e   | 19<br>8.5%<br>e   | 19<br>12.2%<br>e  | 12<br>9.0%<br>e   | 15<br>12.3%<br>e  | 75<br>8.9%<br>e    | 9<br>7.1%<br>e    | 2<br>10.0%<br>e  | 3<br>12.0%<br>e  |
| 7  | 40<br>4.0%<br>Eh  | 20<br>4.1%<br>Eh  | 20<br>3.9%<br>Eh   | 9<br>5.4%<br>Eh   | 4<br>2.1%<br>Eh   | 13<br>5.8%<br>Eh  | 6<br>3.8%<br>Eh   | 3<br>2.2%<br>Eh   | 5<br>4.1%<br>Eh   | 31<br>3.7%<br>Eh   | 7<br>5.5%<br>Eh   |                  | 1<br>4.0%<br>Eh  |
| 6  | 14<br>1.4%<br>i   | 8<br>1.6%<br>i    | 6<br>1.2%<br>i     | 3<br>1.8%<br>i    | 4<br>2.1%<br>i    | 2<br>0.9%<br>i    | 1<br>0.6%<br>i    | 4<br>3.0%<br>i    |                   | 13<br>1.6%<br>i    | 1<br>0.8%<br>i    |                  |                  |
| 5  | 17<br>1.7%<br>i   | 8<br>1.6%<br>i    | 9<br>1.8%<br>i     |                   | 3<br>1.5%<br>i    | 3<br>1.3%<br>i    | 4<br>2.6%<br>i    | 6<br>4.5%<br>i    | 1<br>0.8%<br>i    | 13<br>1.6%<br>i    | 2<br>1.6%<br>i    | 1<br>5.0%<br>i   | 1<br>4.0%<br>i   |
| 4  | 11<br>1.1%<br>i   | 4<br>0.8%<br>i    | 7<br>1.4%<br>i     |                   | 3<br>1.5%<br>i    | 5<br>2.2%<br>i    |                   | 1<br>0.7%<br>i    | 2<br>1.6%<br>i    | 10<br>1.2%<br>i    | 1<br>0.8%<br>i    |                  |                  |
| 3  | 5<br>0.5%<br>i    | 2<br>0.4%<br>i    | 3<br>0.6%<br>i     |                   | 1<br>0.5%<br>i    | 2<br>0.9%<br>i    |                   | 1<br>0.7%<br>i    | 1<br>0.8%<br>i    | 5<br>0.6%<br>i     |                   |                  |                  |
| 2  | 2<br>0.2%<br>i    | 1<br>0.2%<br>i    | 1<br>0.2%<br>i     | 1<br>0.6%<br>i    |                   |                   | 1<br>0.6%<br>i    |                   |                   | 2<br>0.2%<br>i     |                   |                  |                  |
| Not At All Important                           | 6<br>0.6%<br>c    | 5<br>1.0%<br>c    | 1<br>0.2%<br>c     |                   |                   | 2<br>0.9%<br>c    | 2<br>1.3%<br>c    |                   | 2<br>1.6%<br>c    | 6<br>0.7%<br>c     |                   |                  | 1<br>4.0%<br>c   |
| Mean   | 9.23              | 9.13              | 9.33<br>B          | 9.40<br>fi        | 9.36              | 9.12              | 9.19              | 9.19              | 9.10              | 9.22               | 9.35              | 9.30             | 8.88             |
| Base   | 1000              | 487               | 513                | 168               | 194               | 224               | 156               | 134               | 122               | 838                | 127               | 20               | 25               |

Note: Very Important=10; Not At All Important=1

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|----------------------------|-----------------|--------------|-------------------|------------------|--------------|------------------|------------------|-------------|-------------------|-----------------|-------------|-------------|-------------|
|                            | TOTAL           | MALE         | FEMALE            | 18-24            | 25-34        | 35-44            | 45-54            | 55-64       | 65+               | CAUC            | AA          | HISP        | OTHER       |
|                            | (A)             | (B)          | (C)               | (D)              | (E)          | (F)              | (G)              | (H)         | (I)               | (J)             | (K)         | (L)         | (M)         |
| Citizen safety and welfare |                 |              |                   |                  |              |                  |                  |             |                   |                 |             |             |             |
| Very Important             | 573<br>57.3%    | 259<br>53.2% | 314<br>61.2%<br>B | 96<br>57.1%      | 113<br>58.2% | 122<br>54.5%     | 84<br>53.8%      | 79<br>59.0% | 78<br>63.9%<br>fg | 480<br>57.3%    | 74<br>58.3% | 13<br>65.0% | 14<br>56.0% |
| 9                          | 185<br>18.5%    | 95<br>19.5%  | 90<br>17.5%       | 36<br>21.4%<br>i | 37<br>19.1%  | 39<br>17.4%      | 31<br>19.9%      | 25<br>18.7% | 16<br>13.1%       | 154<br>18.4%    | 25<br>19.7% | 4<br>20.0%  | 3<br>12.0%  |
| 8                          | 136<br>13.6%    | 75<br>15.4%  | 61<br>11.9%       | 21<br>12.5%      | 29<br>14.9%  | 31<br>13.8%      | 20<br>12.8%      | 21<br>15.7% | 14<br>11.5%       | 113<br>13.5%    | 16<br>12.6% | 3<br>15.0%  | 5<br>20.0%  |
| 7                          | 49<br>4.9%<br>h | 29<br>6.0%   | 20<br>3.9%        | 7<br>4.2%        | 9<br>4.6%    | 16<br>7.1%<br>HI | 11<br>7.1%<br>Hi | 3<br>2.2%   | 3<br>2.5%         | 41<br>4.9%      | 7<br>5.5%   |             |             |
| 6                          | 25<br>2.5%      | 13<br>2.7%   | 12<br>2.3%        | 4<br>2.4%        | 3<br>1.5%    | 8<br>3.6%        | 5<br>3.2%        | 2<br>1.5%   | 3<br>2.5%         | 22<br>2.6%      | 3<br>2.4%   |             | 1<br>4.0%   |
| 5                          | 20<br>2.0%      | 10<br>2.1%   | 10<br>1.9%        | 3<br>1.8%        | 3<br>1.5%    | 3<br>1.3%        | 4<br>2.6%        | 2<br>1.5%   | 5<br>4.1%         | 17<br>2.0%      | 1<br>0.8%   |             | 2<br>8.0%   |
| 4                          | 5<br>0.5%       | 2<br>0.4%    | 3<br>0.6%         |                  |              | 1<br>0.4%        | 1<br>0.6%        | 2<br>1.5%   | 1<br>0.8%         | 5<br>0.6%       |             |             |             |
| 3                          | 3<br>0.3%       | 2<br>0.4%    | 1<br>0.2%         | 1<br>0.6%        |              | 1<br>0.4%        |                  |             | 1<br>0.8%         | 2<br>0.2%       | 1<br>0.8%   |             |             |
| Not At All Important       | 3<br>0.3%       | 2<br>0.4%    | 1<br>0.2%         |                  |              | 3<br>1.3%        |                  |             |                   | 3<br>0.4%       |             |             |             |
| Don't know                 | 1<br>0.1%       |              | 1<br>0.2%         |                  |              |                  |                  |             | 1<br>0.8%         | 1<br>0.1%       |             |             |             |
| Mean                       | 9.12            | 9.02         | 9.21<br>B         | 9.18             | 9.23<br>F    | 8.95             | 9.04             | 9.21        | 9.15              | 9.11            | 9.20        | 9.50        | 8.92        |
| Base                       | 999             | 487          | 512               | 168              | 194          | 224              | 156              | 134         | 121               | 837             | 127         | 20          | 25          |

Note: Very Important=10; Not At All Important=1

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|---------------------------------|-------------------|--------------|--------------------|-------------------|-----------------|-------------------|-------------------|------------------|---------------------|-----------------|-------------|-------------|-------------|
|                                 | TOTAL             | MALE         | FEMALE             | 18-24             | 25-34           | 35-44             | 45-54             | 55-64            | 65+                 | CAUC            | AA          | HISP        | OTHER       |
|                                 | (A)               | (B)          | (C)                | (D)               | (E)             | (F)               | (G)               | (H)              | (I)                 | (J)             | (K)         | (L)         | (M)         |
| Protection of natural resources |                   |              |                    |                   |                 |                   |                   |                  |                     |                 |             |             |             |
| Very Important                  | 467<br>46.7%<br>b | 204<br>41.9% | 263<br>51.3%<br>aB | 88<br>52.4%<br>EF | 80<br>41.2%     | 94<br>42.0%       | 69<br>44.2%       | 68<br>50.7%<br>e | 67<br>54.9%<br>aEFg | 391<br>46.7%    | 57<br>44.9% | 12<br>60.0% | 13<br>52.0% |
| 9                               | 155<br>15.5%      | 80<br>16.4%  | 75<br>14.6%        | 20<br>11.9%       | 29<br>14.9%     | 41<br>18.3%<br>dI | 32<br>20.5%<br>DI | 20<br>14.9%      | 13<br>10.7%         | 131<br>15.6%    | 18<br>14.2% | 2<br>10.0%  | 4<br>16.0%  |
| 8                               | 176<br>17.6%      | 94<br>19.3%  | 82<br>16.0%        | 27<br>16.1%       | 40<br>20.6%     | 39<br>17.4%       | 26<br>16.7%       | 23<br>17.2%      | 20<br>16.4%         | 149<br>17.8%    | 23<br>18.1% | 2<br>10.0%  | 5<br>20.0%  |
| 7                               | 74<br>7.4%        | 38<br>7.8%   | 36<br>7.0%         | 10<br>6.0%        | 16<br>8.2%      | 20<br>8.9%<br>h   | 12<br>7.7%        | 6<br>4.5%        | 10<br>8.2%          | 60<br>7.2%      | 11<br>8.7%  | 2<br>10.0%  | 1<br>4.0%   |
| 6                               | 43<br>4.3%<br>KI  | 21<br>4.3%   | 22<br>4.3%         | 10<br>6.0%<br>I   | 10<br>5.2%<br>i | 9<br>4.0%         | 5<br>3.2%         | 7<br>5.2%        | 2<br>1.6%           | 41<br>4.9%<br>K | 2<br>1.6%   |             |             |
| 5                               | 43<br>4.3%<br>I   | 25<br>5.1%   | 18<br>3.5%         | 6<br>3.6%         | 10<br>5.2%<br>i | 12<br>5.4%<br>I   | 5<br>3.2%         | 8<br>6.0%<br>i   | 2<br>1.6%           | 33<br>3.9%      | 8<br>6.3%   | 1<br>5.0%   | 1<br>4.0%   |
| 4                               | 13<br>1.3%        | 6<br>1.2%    | 7<br>1.4%          | 2<br>1.2%         | 3<br>1.5%       | 3<br>1.3%         | 2<br>1.3%         | 2<br>1.5%        | 1<br>0.8%           | 12<br>1.4%      | 1<br>0.8%   |             |             |
| 3                               | 6<br>0.6%         | 4<br>0.8%    | 2<br>0.4%          | 1<br>0.6%         |                 | 1<br>0.4%         | 1<br>0.6%         |                  | 3<br>2.5%           | 4<br>0.5%       | 2<br>1.6%   |             |             |
| 2                               | 8<br>0.8%         | 5<br>1.0%    | 3<br>0.6%          | 2<br>1.2%         | 1<br>0.5%       | 2<br>0.9%         | 1<br>0.6%         |                  | 2<br>1.6%           | 7<br>0.8%       | 1<br>0.8%   |             | 1<br>4.0%   |
| Not At All Important            | 4<br>0.4%         | 3<br>0.6%    | 1<br>0.2%          |                   |                 | 1<br>0.4%         | 3<br>1.9%         |                  |                     | 4<br>0.5%       |             |             |             |
| Don't know                      | 11<br>1.1%        | 7<br>1.4%    | 4<br>0.8%          | 2<br>1.2%         | 5<br>2.6%       | 2<br>0.9%         |                   |                  | 2<br>1.6%           | 6<br>0.7%       | 4<br>3.1%   | 1<br>5.0%   |             |
| Mean                            | 8.65              | 8.50         | 8.79<br>B          | 8.74              | 8.56            | 8.54              | 8.60              | 8.78             | 8.80                | 8.64            | 8.59        | 9.11        | 8.80        |
| Base                            | 989               | 480          | 509                | 166               | 189             | 222               | 156               | 134              | 120                 | 832             | 123         | 19          | 25          |

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|-------------------------------|--------------------|-------------------|--------------------|-----------------|--------------------|--------------------|------------------|-------------|------------------|--------------------|--------------------|--------------------|-----------------|
|                               | TOTAL              | MALE              | FEMALE             | 18-24           | 25-34              | 35-44              | 45-54            | 55-64       | 65+              | CAUC               | AA                 | HISP               | OTHER           |
|                               | (A)                | (B)               | (C)                | (D)             | (E)                | (F)                | (G)              | (H)         | (I)              | (J)                | (K)                | (L)                | (M)             |
| <b>Affordable health care</b> |                    |                   |                    |                 |                    |                    |                  |             |                  |                    |                    |                    |                 |
| Very Important                | 490<br>49.0%<br>mB | 207<br>42.5%      | 283<br>55.2%<br>AB | 82<br>48.8%     | 93<br>47.9%        | 98<br>43.8%        | 84<br>53.8%<br>f | 67<br>50.0% | 65<br>53.3%<br>f | 397<br>47.4%       | 76<br>59.8%<br>AJM | 14<br>70.0%<br>AJM | 8<br>32.0%      |
| 9                             | 136<br>13.6%<br>l  | 65<br>13.3%       | 71<br>13.8%        | 26<br>15.5%     | 23<br>11.9%        | 37<br>16.5%        | 17<br>10.9%      | 18<br>13.4% | 15<br>12.3%      | 112<br>13.4%<br>l  | 18<br>14.2%        | 1<br>5.0%          | 6<br>24.0%<br>l |
| 8                             | 135<br>13.5%<br>KL | 67<br>13.8%       | 68<br>13.3%        | 21<br>12.5%     | 30<br>15.5%        | 31<br>13.8%        | 19<br>12.2%      | 20<br>14.9% | 13<br>10.7%      | 125<br>14.9%<br>KL | 8<br>6.3%          | 1<br>5.0%          |                 |
| 7                             | 81<br>8.1%<br>IC   | 61<br>12.5%<br>AC | 20<br>3.9%         | 16<br>9.5%<br>I | 23<br>11.9%<br>GHI | 23<br>10.3%<br>ghI | 8<br>5.1%        | 7<br>5.2%   | 4<br>3.3%        | 66<br>7.9%         | 12<br>9.4%         | 2<br>10.0%         | 3<br>12.0%      |
| 6                             | 42<br>4.2%<br>K    | 23<br>4.7%        | 19<br>3.7%         | 8<br>4.8%       | 8<br>4.1%          | 7<br>3.1%          | 5<br>3.2%        | 6<br>4.5%   | 8<br>6.6%        | 39<br>4.7%<br>K    | 2<br>1.6%          |                    | 1<br>4.0%       |
| 5                             | 46<br>4.6%         | 26<br>5.3%        | 20<br>3.9%         | 6<br>3.6%       | 7<br>3.6%          | 12<br>5.4%         | 8<br>5.1%        | 5<br>3.7%   | 8<br>6.6%        | 37<br>4.4%         | 6<br>4.7%          |                    | 3<br>12.0%      |
| 4                             | 21<br>2.1%         | 11<br>2.3%        | 10<br>1.9%         | 3<br>1.8%       | 3<br>1.5%          | 6<br>2.7%          | 3<br>1.9%        | 5<br>3.7%   | 1<br>0.8%        | 20<br>2.4%         |                    | 1<br>5.0%          |                 |
| 3                             | 12<br>1.2%         | 6<br>1.2%         | 6<br>1.2%          | 1<br>0.6%       | 3<br>1.5%          | 2<br>0.9%          | 3<br>1.9%        | 3<br>2.2%   |                  | 9<br>1.1%          | 2<br>1.6%          | 1<br>5.0%          | 1<br>4.0%       |
| 2                             | 12<br>1.2%         | 6<br>1.2%         | 6<br>1.2%          | 3<br>1.8%       | 3<br>1.5%          | 3<br>1.3%          | 2<br>1.3%        |             | 1<br>0.8%        | 9<br>1.1%          | 3<br>2.4%          |                    | 2<br>8.0%       |
| Not At All Important          | 18<br>1.8%<br>de   | 12<br>2.5%        | 6<br>1.2%          | 1<br>0.6%       | 1<br>0.5%          | 4<br>1.8%          | 7<br>4.5%<br>DE  | 3<br>2.2%   | 2<br>1.6%        | 17<br>2.0%         |                    |                    | 1<br>4.0%       |
| Don't know                    | 7<br>0.7%          | 3<br>0.6%         | 4<br>0.8%          | 1<br>0.6%       |                    | 1<br>0.4%          |                  |             | 5<br>4.1%<br>adF | 7<br>0.8%          |                    |                    |                 |
| Mean                          | 8.47<br>MB         | 8.21              | 8.73<br>AB         | 8.59            | 8.50               | 8.36               | 8.35             | 8.46        | 8.66             | 8.42<br>M          | 8.85<br>aJM        | 8.90<br>m          | 7.36            |
| Base                          | 993                | 484               | 509                | 167             | 194                | 223                | 156              | 134         | 117              | 831                | 127                | 20                 | 25              |

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|------------------------------------|-------------------|-------------------|-------------------|----------------------|-------------------|-------------------|------------------|------------------|--------------------|---------------------|--------------------|------------|--------------------|
|                                    | TOTAL             | MALE              | FEMALE            | 18-24                | 25-34             | 35-44             | 45-54            | 55-64            | 65+                | CAUC                | AA                 | HISP       | OTHER              |
|                                    | (A)               | (B)               | (C)               | (D)                  | (E)               | (F)               | (G)              | (H)              | (I)                | (J)                 | (K)                | (L)        | (M)                |
| Adequate, safe, affordable housing |                   |                   |                   |                      |                   |                   |                  |                  |                    |                     |                    |            |                    |
| Very Important                     | 413<br>41.3%<br>I | 184<br>37.8%<br>B | 229<br>44.6%<br>B | 87<br>51.8%<br>AFGHI | 85<br>43.8%<br>I  | 90<br>40.2%<br>I  | 62<br>39.7%<br>i | 53<br>39.6%<br>i | 35<br>28.7%<br>i   | 331<br>39.5%<br>AJM | 71<br>55.9%<br>AJM | 9<br>45.0% | 8<br>32.0%         |
| 9                                  | 161<br>16.1%<br>L | 81<br>16.6%       | 80<br>15.6%       | 30<br>17.9%          | 36<br>18.6%<br>fg | 28<br>12.5%       | 18<br>11.5%      | 24<br>17.9%      | 25<br>20.5%<br>fg  | 134<br>16.0%<br>L   | 23<br>18.1%<br>L   | 1<br>5.0%  | 4<br>16.0%         |
| 8                                  | 199<br>19.9%<br>K | 102<br>20.9%      | 97<br>18.9%       | 30<br>17.9%          | 35<br>18.0%       | 48<br>21.4%       | 37<br>23.7%      | 28<br>20.9%      | 21<br>17.2%        | 174<br>20.8%<br>K   | 15<br>11.8%        | 4<br>20.0% | 10<br>40.0%<br>AJK |
| 7                                  | 85<br>8.5%<br>D   | 38<br>7.8%        | 47<br>9.2%        | 6<br>3.6%            | 16<br>8.2%<br>d   | 24<br>10.7%<br>Dh | 14<br>9.0%<br>D  | 7<br>5.2%        | 17<br>13.9%<br>aDH | 73<br>8.7%          | 7<br>5.5%          | 3<br>15.0% |                    |
| 6                                  | 43<br>4.3%        | 25<br>5.1%        | 18<br>3.5%        | 7<br>4.2%            | 8<br>4.1%         | 8<br>3.6%         | 7<br>4.5%        | 5<br>3.7%        | 8<br>6.6%          | 38<br>4.5%          | 3<br>2.4%          | 1<br>5.0%  |                    |
| 5                                  | 54<br>5.4%        | 35<br>7.2%<br>C   | 19<br>3.7%        | 5<br>3.0%            | 12<br>6.2%        | 13<br>5.8%        | 9<br>5.8%        | 7<br>5.2%        | 8<br>6.6%          | 48<br>5.7%          | 5<br>3.9%          | 1<br>5.0%  | 1<br>4.0%          |
| 4                                  | 12<br>1.2%        | 4<br>0.8%         | 8<br>1.6%         |                      | 1<br>0.5%         | 3<br>1.3%         | 3<br>1.9%        | 2<br>1.5%        | 3<br>2.5%          | 11<br>1.3%          |                    | 1<br>5.0%  |                    |
| 3                                  | 14<br>1.4%        | 5<br>1.0%         | 9<br>1.8%         |                      | 1<br>0.5%         | 5<br>2.2%         | 5<br>3.2%<br>e   | 3<br>2.2%        |                    | 13<br>1.6%          | 1<br>0.8%          |            | 1<br>4.0%          |
| 2                                  | 7<br>0.7%         | 5<br>1.0%         | 2<br>0.4%         | 1<br>0.6%            |                   | 3<br>1.3%         |                  | 1<br>0.7%        | 2<br>1.6%          | 6<br>0.7%           | 1<br>0.8%          |            |                    |
| Not At All Important               | 10<br>1.0%        | 8<br>1.6%<br>C    | 2<br>0.4%         | 2<br>1.2%            |                   | 2<br>0.9%         | 1<br>0.6%        | 4<br>3.0%        | 1<br>0.8%          | 8<br>1.0%           | 1<br>0.8%          |            | 1<br>4.0%          |
| Don't know                         | 2<br>0.2%         |                   | 2<br>0.4%         |                      |                   |                   |                  |                  | 2<br>1.6%          | 2<br>0.2%           |                    |            |                    |
| Mean                               | 8.42<br>I         | 8.26              | 8.58<br>B         | 8.89<br>AFGHI        | 8.66<br>FGHI      | 8.27              | 8.28             | 8.26             | 8.06               | 8.36                | 8.94<br>AJm        | 8.35       | 8.20               |
| Base                               | 998               | 487               | 511               | 168                  | 194               | 224               | 156              | 134              | 120                | 836                 | 127                | 20         | 25                 |

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|----------------------------|--------------------|------------------|--------------------|-------------------|------------------|------------------|------------------|-------------|------------------|-------------------|------------------|-------------|------------|
|                            | TOTAL              | MALE             | FEMALE             | 18-24             | 25-34            | 35-44            | 45-54            | 55-64       | 65+              | CAUC              | AA               | HISP        | OTHER      |
|                            | (A)                | (B)              | (C)                | (D)               | (E)              | (F)              | (G)              | (H)         | (I)              | (J)               | (K)              | (L)         | (M)        |
| Adequate nutrition for all |                    |                  |                    |                   |                  |                  |                  |             |                  |                   |                  |             |            |
| Very Important             | 421<br>42.1%<br>fB | 172<br>35.3%     | 249<br>48.5%<br>AB | 80<br>47.6%<br>Fg | 86<br>44.3%<br>f | 80<br>35.7%      | 60<br>38.5%      | 57<br>42.5% | 57<br>46.7%<br>F | 347<br>41.4%      | 61<br>48.0%<br>M | 10<br>50.0% | 7<br>28.0% |
| 9                          | 153<br>15.3%       | 71<br>14.6%      | 82<br>16.0%        | 24<br>14.3%       | 22<br>11.3%      | 40<br>17.9%<br>e | 23<br>14.7%      | 22<br>16.4% | 22<br>18.0%      | 118<br>14.1%      | 26<br>20.5%<br>j | 4<br>20.0%  | 7<br>28.0% |
| 8                          | 164<br>16.4%<br>I  | 91<br>18.7%<br>c | 73<br>14.2%        | 27<br>16.1%       | 33<br>17.0%<br>i | 40<br>17.9%<br>I | 32<br>20.5%<br>I | 19<br>14.2% | 12<br>9.8%       | 145<br>17.3%<br>k | 15<br>11.8%      | 2<br>10.0%  | 3<br>12.0% |
| 7                          | 102<br>10.2%       | 53<br>10.9%      | 49<br>9.6%         | 16<br>9.5%        | 21<br>10.8%      | 27<br>12.1%<br>g | 11<br>7.1%       | 17<br>12.7% | 10<br>8.2%       | 83<br>9.9%        | 14<br>11.0%      | 2<br>10.0%  | 4<br>16.0% |
| 6                          | 51<br>5.1%         | 29<br>6.0%       | 22<br>4.3%         | 7<br>4.2%         | 11<br>5.7%       | 8<br>3.6%        | 13<br>8.3%<br>fh | 5<br>3.7%   | 7<br>5.7%        | 47<br>5.6%        | 4<br>3.1%        |             | 1<br>4.0%  |
| 5                          | 54<br>5.4%         | 34<br>7.0%<br>C  | 20<br>3.9%         | 5<br>3.0%         | 11<br>5.7%       | 15<br>6.7%<br>d  | 9<br>5.8%        | 7<br>5.2%   | 7<br>5.7%        | 50<br>6.0%        | 4<br>3.1%        |             | 1<br>4.0%  |
| 4                          | 10<br>1.0%<br>C    | 9<br>1.8%<br>C   | 1<br>0.2%          | 2<br>1.2%         | 3<br>1.5%        | 3<br>1.3%        | 1<br>0.6%        |             | 1<br>0.8%        | 8<br>1.0%         | 2<br>1.6%        |             |            |
| 3                          | 16<br>1.6%         | 9<br>1.8%        | 7<br>1.4%          | 3<br>1.8%         | 4<br>2.1%        | 3<br>1.3%        | 3<br>1.9%        | 2<br>1.5%   | 1<br>0.8%        | 15<br>1.8%        |                  |             |            |
| 2                          | 9<br>0.9%          | 3<br>0.6%        | 6<br>1.2%          |                   |                  | 5<br>2.2%        | 2<br>1.3%        | 1<br>0.7%   | 1<br>0.8%        | 8<br>1.0%         |                  | 1<br>5.0%   | 1<br>4.0%  |
| Not At All Important       | 15<br>1.5%<br>C    | 13<br>2.7%<br>C  | 2<br>0.4%          | 2<br>1.2%         | 3<br>1.5%        | 2<br>0.9%        | 2<br>1.3%        | 4<br>3.0%   | 2<br>1.6%        | 12<br>1.4%        | 1<br>0.8%        | 1<br>5.0%   | 1<br>4.0%  |
| Don't know                 | 5<br>0.5%          | 3<br>0.6%        | 2<br>0.4%          | 2<br>1.2%         |                  | 1<br>0.4%        |                  |             | 2<br>1.6%        | 5<br>0.6%         |                  |             |            |
| Mean                       | 8.35<br>B          | 8.02             | 8.66<br>AB         | 8.61<br>Fg        | 8.34             | 8.18             | 8.22             | 8.33        | 8.52             | 8.30              | 8.78<br>AJM      | 8.45        | 7.96       |
| Base                       | 995                | 484              | 511                | 166               | 194              | 223              | 156              | 134         | 120              | 833               | 127              | 20          | 25         |

Note: Very Important=10; Not At All Important=1

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|  | GENDER              |                   |                    | AGE GROUP         |                    |                    |                  |                 |                  | ETHNIC IDENTITY    |                    |                   |            |
|--|---------------------|-------------------|--------------------|-------------------|--------------------|--------------------|------------------|-----------------|------------------|--------------------|--------------------|-------------------|------------|
|  | TOTAL               | MALE              | FEMALE             | 18-24             | 25-34              | 35-44              | 45-54            | 55-64           | 65+              | CAUC               | AA                 | HISP              | OTHER      |
|  | (A)                 | (B)               | (C)                | (D)               | (E)                | (F)                | (G)              | (H)             | (I)              | (J)                | (K)                | (L)               | (M)        |
| Access to affordable childcare for all parents |                     |                   |                    |                   |                    |                    |                  |                 |                  |                    |                    |                   |            |
| Very Important                                 | 349<br>34.9%<br>mhB | 138<br>28.3%      | 211<br>41.1%<br>AB | 68<br>40.5%<br>gH | 75<br>38.7%<br>H   | 74<br>33.0%        | 48<br>30.8%      | 37<br>27.6%     | 46<br>37.7%<br>h | 275<br>32.8%       | 65<br>51.2%<br>AJM | 7<br>35.0%        | 5<br>20.0% |
| 9  | 133<br>13.3%<br>e   | 61<br>12.5%       | 72<br>14.0%        | 28<br>16.7%<br>E  | 18<br>9.3%         | 29<br>12.9%        | 25<br>16.0%<br>e | 17<br>12.7%     | 16<br>13.1%      | 106<br>12.6%       | 17<br>13.4%        | 8<br>40.0%<br>AJK | 6<br>24.0% |
| 8  | 179<br>17.9%<br>Lm  | 92<br>18.9%       | 87<br>17.0%        | 32<br>19.0%       | 31<br>16.0%        | 34<br>15.2%        | 32<br>20.5%      | 27<br>20.1%     | 22<br>18.0%      | 156<br>18.6%<br>Lm | 20<br>15.7%<br>1   | 1<br>5.0%         | 2<br>8.0%  |
| 7  | 132<br>13.2%<br>c   | 81<br>16.6%<br>aC | 51<br>9.9%         | 16<br>9.5%        | 32<br>16.5%<br>Dgi | 37<br>16.5%<br>Dgi | 16<br>10.3%      | 19<br>14.2%     | 12<br>9.8%       | 114<br>13.6%       | 15<br>11.8%        |                   | 4<br>16.0% |
| 6  | 61<br>6.1%<br>KI    | 29<br>6.0%        | 32<br>6.2%         | 9<br>5.4%<br>i    | 13<br>6.7%<br>I    | 15<br>6.7%<br>I    | 13<br>8.3%<br>I  | 9<br>6.7%<br>I  | 2<br>1.6%        | 55<br>6.6%<br>K    | 2<br>1.6%          | 2<br>10.0%        | 2<br>8.0%  |
| 5  | 70<br>7.0%<br>KD    | 43<br>8.8%<br>C   | 27<br>5.3%         | 6<br>3.6%         | 14<br>7.2%         | 15<br>6.7%         | 12<br>7.7%       | 13<br>9.7%<br>D | 10<br>8.2%       | 66<br>7.9%<br>K    | 3<br>2.4%          |                   | 3<br>12.0% |
| 4  | 21<br>2.1%<br>g     | 10<br>2.1%        | 11<br>2.1%         | 2<br>1.2%         | 2<br>1.0%          | 7<br>3.1%<br>g     | 1<br>0.6%        | 5<br>3.7%<br>g  | 4<br>3.3%        | 19<br>2.3%         | 1<br>0.8%          | 1<br>5.0%         |            |
| 3  | 10<br>1.0%<br>C     | 8<br>1.6%         | 2<br>0.4%          | 1<br>0.6%         | 2<br>1.0%          | 3<br>1.3%          | 1<br>0.6%        | 1<br>0.7%       | 2<br>1.6%        | 8<br>1.0%          | 2<br>1.6%          |                   |            |
| 2  | 9<br>0.9%           | 4<br>0.8%         | 5<br>1.0%          | 2<br>1.2%         |                    | 3<br>1.3%          | 2<br>1.3%        |                 | 2<br>1.6%        | 7<br>0.8%          | 1<br>0.8%          |                   | 2<br>8.0%  |
| Not At All Important                           | 18<br>1.8%<br>dC    | 15<br>3.1%<br>C   | 3<br>0.6%          | 1<br>0.6%         | 3<br>1.5%          | 3<br>1.3%          | 4<br>2.6%        | 4<br>3.0%       | 3<br>2.5%        | 15<br>1.8%         |                    | 1<br>5.0%         | 1<br>4.0%  |
| Don't know                                     | 18<br>1.8%          | 6<br>1.2%         | 12<br>2.3%         | 3<br>1.8%         | 4<br>2.1%          | 4<br>1.8%          | 2<br>1.3%        | 2<br>1.5%       | 3<br>2.5%        | 17<br>2.0%         | 1<br>0.8%          |                   |            |
| Mean   | 8.05<br>MhB         | 7.71              | 8.39<br>AB         | 8.48<br>AFGHI     | 8.15<br>h          | 7.92               | 7.96             | 7.71            | 8.03             | 7.96<br>m          | 8.79<br>AJM        | 8.35              | 7.20       |
| Base   | 982                 | 481               | 501                | 165               | 190                | 220                | 154              | 132             | 119              | 821                | 126                | 20                | 25         |

Note: Very Important=10; Not At All Important=1

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Q6. In the next set of questions I am going to ask you to rate some items according to how important you feel it is to commit resources to that item, in order to make your hopes for Lexington in 2040 a reality. The scale runs from 10 to 1, with 10 being "Very Important" and 1 being "Not At All Important". The first set of items has to do with some of the community's basic human needs.

|  | AREA OF LEXINGTON |             |             |              |              |              | YEARS LIVING IN LEXINGTON |              |              |                  |                 |
|--|-------------------|-------------|-------------|--------------|--------------|--------------|---------------------------|--------------|--------------|------------------|-----------------|
|  | TOTAL             | NORTH       | DNTOWN      | WEST         | SOUTH        | EAST         | < 10                      | 10-19        | 20-29        | 30-39            | 40+             |
|  | (A)               | (B)         | (C)         | (D)          | (E)          | (F)          | (G)                       | (H)          | (I)          | (J)              | (K)             |
| Base   | 1000              | 73          | 109         | 274          | 354          | 190          | 217                       | 214          | 243          | 141              | 185             |
| High quality public education for all students |                   |             |             |              |              |              |                           |              |              |                  |                 |
| Very Important                                 | 659<br>65.9%      | 48<br>65.8% | 70<br>64.2% | 182<br>66.4% | 236<br>66.7% | 123<br>64.7% | 146<br>67.3%              | 140<br>65.4% | 169<br>69.5% | 88<br>62.4%      | 116<br>62.7%    |
| 9  | 156<br>15.6%      | 14<br>19.2% | 19<br>17.4% | 42<br>15.3%  | 48<br>13.6%  | 33<br>17.4%  | 35<br>16.1%               | 36<br>16.8%  | 36<br>14.8%  | 22<br>15.6%      | 27<br>14.6%     |
| 8  | 90<br>9.0%        | 6<br>8.2%   | 10<br>9.2%  | 28<br>10.2%  | 33<br>9.3%   | 13<br>6.8%   | 19<br>8.8%                | 13<br>6.1%   | 22<br>9.1%   | 17<br>12.1%<br>h | 19<br>10.3%     |
| 7  | 40<br>4.0%        | 2<br>2.7%   | 6<br>5.5%   | 8<br>2.9%    | 17<br>4.8%   | 7<br>3.7%    | 9<br>4.1%                 | 12<br>5.6%   | 7<br>2.9%    | 5<br>3.5%        | 7<br>3.8%       |
| 6  | 14<br>1.4%        | 1<br>1.4%   | 4<br>3.7%   | 2<br>0.7%    | 3<br>0.8%    | 4<br>2.1%    | 2<br>0.9%                 | 5<br>2.3%    | 4<br>1.6%    | 1<br>0.7%        | 2<br>1.1%       |
| 5  | 17<br>1.7%        |             |             | 7<br>2.6%    | 8<br>2.3%    | 2<br>1.1%    | 2<br>0.9%                 | 4<br>1.9%    | 3<br>1.2%    | 1<br>0.7%        | 7<br>3.8%<br>gj |
| 4  | 11<br>1.1%        |             |             | 2<br>0.7%    | 4<br>1.1%    | 5<br>2.6%    | 2<br>0.9%                 | 1<br>0.5%    | 1<br>0.4%    | 4<br>2.8%<br>i   | 3<br>1.6%       |
| 3  | 5<br>0.5%         |             |             | 1<br>0.4%    | 1<br>0.3%    | 3<br>1.6%    |                           | 1<br>0.5%    |              | 1<br>0.7%        | 3<br>1.6%       |
| 2  | 2<br>0.2%         |             |             |              | 2<br>0.6%    |              |                           |              | 1<br>0.4%    |                  | 1<br>0.5%       |
| Not At All Important                           | 6<br>0.6%         | 2<br>2.7%   |             | 2<br>0.7%    | 2<br>0.6%    |              | 2<br>0.9%                 | 2<br>0.9%    |              | 2<br>1.4%        |                 |
| Mean   | 9.23              | 9.26        | 9.33        | 9.26         | 9.20         | 9.17         | 9.32<br>k                 | 9.21         | 9.40<br>JK   | 9.09             | 9.05            |
| Base   | 1000              | 73          | 109         | 274          | 354          | 190          | 217                       | 214          | 243          | 141              | 185             |

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|                            | AREA OF LEXINGTON |             |                  |                   |                 |                | YEARS LIVING IN LEXINGTON |              |              |             |                  |
|----------------------------|-------------------|-------------|------------------|-------------------|-----------------|----------------|---------------------------|--------------|--------------|-------------|------------------|
|                            | TOTAL             | NORTH       | DNTOWN           | WEST              | SOUTH           | EAST           | < 10                      | 10-19        | 20-29        | 30-39       | 40+              |
|                            | (A)               | (B)         | (C)              | (D)               | (E)             | (F)            | (G)                       | (H)          | (I)          | (J)         | (K)              |
| Citizen safety and welfare |                   |             |                  |                   |                 |                |                           |              |              |             |                  |
| Very Important             | 573<br>57.3%      | 42<br>57.5% | 55<br>50.5%      | 171<br>62.4%<br>C | 199<br>56.2%    | 106<br>55.8%   | 119<br>54.8%              | 125<br>58.4% | 140<br>57.6% | 80<br>56.7% | 109<br>58.9%     |
| 9                          | 185<br>18.5%      | 14<br>19.2% | 24<br>22.0%      | 49<br>17.9%       | 61<br>17.2%     | 37<br>19.5%    | 44<br>20.3%               | 36<br>16.8%  | 47<br>19.3%  | 26<br>18.4% | 32<br>17.3%      |
| 8                          | 136<br>13.6%      | 8<br>11.0%  | 21<br>19.3%<br>d | 33<br>12.0%       | 48<br>13.6%     | 26<br>13.7%    | 32<br>14.7%               | 31<br>14.5%  | 31<br>12.8%  | 20<br>14.2% | 22<br>11.9%      |
| 7                          | 49<br>4.9%        | 5<br>6.8%   | 6<br>5.5%        | 11<br>4.0%        | 21<br>5.9%      | 6<br>3.2%      | 15<br>6.9%<br>K           | 10<br>4.7%   | 12<br>4.9%   | 7<br>5.0%   | 5<br>2.7%        |
| 6                          | 25<br>2.5%<br>d   | 1<br>1.4%   | 2<br>1.8%        | 3<br>1.1%         | 12<br>3.4%<br>D | 7<br>3.7%<br>d | 3<br>1.4%                 | 8<br>3.7%    | 6<br>2.5%    | 5<br>3.5%   | 3<br>1.6%        |
| 5                          | 20<br>2.0%        |             | 1<br>0.9%        | 5<br>1.8%         | 10<br>2.8%      | 4<br>2.1%      | 3<br>1.4%                 | 2<br>0.9%    | 6<br>2.5%    | 1<br>0.7%   | 8<br>4.3%<br>gHJ |
| 4                          | 5<br>0.5%         | 1<br>1.4%   |                  | 1<br>0.4%         | 1<br>0.3%       | 2<br>1.1%      |                           | 1<br>0.5%    |              |             | 4<br>2.2%        |
| 3                          | 3<br>0.3%         |             |                  |                   | 2<br>0.6%       | 1<br>0.5%      |                           |              | 1<br>0.4%    | 1<br>0.7%   | 1<br>0.5%        |
| Not At All Important       | 3<br>0.3%         | 1<br>1.4%   |                  | 1<br>0.4%         |                 | 1<br>0.5%      | 1<br>0.5%                 | 1<br>0.5%    |              | 1<br>0.7%   |                  |
| Don't know                 | 1<br>0.1%         | 1<br>1.4%   |                  |                   |                 |                |                           |              |              |             | 1<br>0.5%        |
| Mean                       | 9.12              | 9.11        | 9.11             | 9.27<br>aEf       | 9.05            | 9.04           | 9.13                      | 9.14         | 9.15         | 9.09        | 9.05             |
| Base                       | 999               | 72          | 109              | 274               | 354             | 190            | 217                       | 214          | 243          | 141         | 184              |

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|---------------------------------|-------------------|------------------|-------------------|--------------------|--------------------|---------------------|---------------------------|--------------------|--------------------|------------------|------------------|
|                                 | TOTAL             | NORTH            | DNTOWN            | WEST               | SOUTH              | EAST                | < 10                      | 10-19              | 20-29              | 30-39            | 40+              |
|                                 | (A)               | (B)              | (C)               | (D)                | (E)                | (F)                 | (G)                       | (H)                | (I)                | (J)              | (K)              |
| Protection of natural resources |                   |                  |                   |                    |                    |                     |                           |                    |                    |                  |                  |
| Very Important                  | 467<br>46.7%<br>g | 40<br>54.8%<br>F | 53<br>48.6%<br>eF | 140<br>51.1%<br>eF | 157<br>44.4%<br>eF | 77<br>40.5%<br>eF   | 88<br>40.6%<br>eF         | 102<br>47.7%<br>eF | 116<br>47.7%<br>eF | 74<br>52.5%<br>G | 87<br>47.0%<br>G |
| 9                               | 155<br>15.5%      | 12<br>16.4%      | 17<br>15.6%       | 35<br>12.8%        | 62<br>17.5%<br>d   | 29<br>15.3%         | 37<br>17.1%               | 32<br>15.0%        | 35<br>14.4%        | 23<br>16.3%      | 28<br>15.1%      |
| 8                               | 176<br>17.6%<br>B | 6<br>8.2%        | 18<br>16.5%<br>b  | 46<br>16.8%<br>B   | 68<br>19.2%<br>B   | 38<br>20.0%<br>B    | 53<br>24.4%<br>AHIk       | 30<br>14.0%        | 37<br>15.2%        | 25<br>17.7%      | 31<br>16.8%      |
| 7                               | 74<br>7.4%        | 9<br>12.3%       | 6<br>5.5%         | 16<br>5.8%         | 29<br>8.2%         | 14<br>7.4%          | 16<br>7.4%                | 18<br>8.4%         | 16<br>6.6%         | 7<br>5.0%        | 17<br>9.2%       |
| 6                               | 43<br>4.3%<br>J   | 2<br>2.7%        | 6<br>5.5%         | 12<br>4.4%         | 14<br>4.0%         | 9<br>4.7%           | 9<br>4.1%<br>J            | 11<br>5.1%<br>J    | 17<br>7.0%<br>JK   | 1<br>0.7%        | 5<br>2.7%        |
| 5                               | 43<br>4.3%<br>b   | 1<br>1.4%        | 4<br>3.7%         | 10<br>3.6%         | 12<br>3.4%         | 16<br>8.4%<br>aBCDE | 10<br>4.6%                | 8<br>3.7%          | 11<br>4.5%         | 6<br>4.3%        | 8<br>4.3%        |
| 4                               | 13<br>1.3%        |                  | 1<br>0.9%         | 7<br>2.6%<br>f     | 4<br>1.1%          | 1<br>0.5%           | 1<br>0.5%                 | 4<br>1.9%          | 4<br>1.6%          | 1<br>0.7%        | 3<br>1.6%        |
| 3                               | 6<br>0.6%         |                  | 1<br>0.9%         | 3<br>1.1%          | 2<br>0.6%          |                     |                           | 1<br>0.5%          | 2<br>0.8%          | 1<br>0.7%        | 2<br>1.1%        |
| 2                               | 8<br>0.8%         |                  |                   | 3<br>1.1%          | 4<br>1.1%          | 1<br>0.5%           | 1<br>0.5%                 | 3<br>1.4%          | 1<br>0.4%          | 1<br>0.7%        | 2<br>1.1%        |
| Not At All Important            | 4<br>0.4%         | 1<br>1.4%        |                   | 1<br>0.4%          | 1<br>0.3%          | 1<br>0.5%           |                           | 2<br>0.9%          | 1<br>0.4%          | 1<br>0.7%        |                  |
| Don't know                      | 11<br>1.1%<br>e   | 2<br>2.7%        | 3<br>2.8%         | 1<br>0.4%          | 1<br>0.3%          | 4<br>2.1%<br>e      | 2<br>0.9%                 | 3<br>1.4%          | 3<br>1.2%          | 1<br>0.7%        | 2<br>1.1%        |
| Mean                            | 8.65              | 8.97<br>F        | 8.79              | 8.65               | 8.64               | 8.46                | 8.65                      | 8.56               | 8.60               | 8.87             | 8.64             |
| Base                            | 989               | 71               | 106               | 273                | 353                | 186                 | 215                       | 211                | 240                | 140              | 183              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
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Q6. In the next set of questions I am going to ask you to rate some items according to how important you feel it is to commit resources to that item, in order to make your hopes for Lexington in 2040 a reality. The scale runs from 10 to 1, with 10 being "Very Important" and 1 being "Not At All Important". The first set of items has to do with some of the community's basic human needs.

|                               | AREA OF LEXINGTON |                  |             |                    |                  |                   | YEARS LIVING IN LEXINGTON |              |                  |             |                 |
|-------------------------------|-------------------|------------------|-------------|--------------------|------------------|-------------------|---------------------------|--------------|------------------|-------------|-----------------|
|                               | TOTAL             | NORTH            | DNTOWN      | WEST               | SOUTH            | EAST              | < 10                      | 10-19        | 20-29            | 30-39       | 40+             |
|                               | (A)               | (B)              | (C)         | (D)                | (E)              | (F)               | (G)                       | (H)          | (I)              | (J)         | (K)             |
| <b>Affordable health care</b> |                   |                  |             |                    |                  |                   |                           |              |                  |             |                 |
| Very Important                | 490<br>49.0%      | 38<br>52.1%      | 52<br>47.7% | 138<br>50.4%       | 175<br>49.4%     | 87<br>45.8%       | 96<br>44.2%               | 108<br>50.5% | 115<br>47.3%     | 77<br>54.6% | 94<br>50.8%     |
| 9                             | 136<br>13.6%<br>e | 15<br>20.5%<br>E | 16<br>14.7% | 42<br>15.3%<br>e   | 36<br>10.2%      | 27<br>14.2%       | 25<br>11.5%               | 35<br>16.4%  | 35<br>14.4%      | 16<br>11.3% | 25<br>13.5%     |
| 8                             | 135<br>13.5%      | 8<br>11.0%       | 14<br>12.8% | 34<br>12.4%        | 51<br>14.4%      | 28<br>14.7%       | 35<br>16.1%               | 25<br>11.7%  | 34<br>14.0%      | 19<br>13.5% | 22<br>11.9%     |
| 7                             | 81<br>8.1%<br>JK  | 3<br>4.1%        | 10<br>9.2%  | 15<br>5.5%         | 33<br>9.3%<br>bd | 20<br>10.5%<br>Bd | 33<br>15.2%<br>AHJK       | 15<br>7.0%   | 19<br>7.8%       | 6<br>4.3%   | 8<br>4.3%       |
| 6                             | 42<br>4.2%<br>i   | 2<br>2.7%        | 5<br>4.6%   | 9<br>3.3%          | 18<br>5.1%       | 8<br>4.2%         | 12<br>5.5%<br>i           | 10<br>4.7%   | 5<br>2.1%        | 5<br>3.5%   | 10<br>5.4%<br>i |
| 5                             | 46<br>4.6%<br>gB  | 1<br>1.4%        | 5<br>4.6%   | 21<br>7.7%<br>aBeF | 14<br>4.0%       | 5<br>2.6%         | 5<br>2.3%                 | 9<br>4.2%    | 18<br>7.4%<br>Gj | 5<br>3.5%   | 9<br>4.9%       |
| 4                             | 21<br>2.1%        | 2<br>2.7%        | 3<br>2.8%   | 5<br>1.8%          | 7<br>2.0%        | 4<br>2.1%         | 4<br>1.8%                 | 2<br>0.9%    | 6<br>2.5%        | 5<br>3.5%   | 4<br>2.2%       |
| 3                             | 12<br>1.2%        |                  | 1<br>0.9%   | 2<br>0.7%          | 6<br>1.7%        | 3<br>1.6%         | 2<br>0.9%                 | 4<br>1.9%    | 2<br>0.8%        | 2<br>1.4%   | 2<br>1.1%       |
| 2                             | 12<br>1.2%        | 1<br>1.4%        | 1<br>0.9%   | 3<br>1.1%          | 2<br>0.6%        | 5<br>2.6%<br>e    | 1<br>0.5%                 | 2<br>0.9%    | 5<br>2.1%        | 1<br>0.7%   | 3<br>1.6%       |
| Not At All Important          | 18<br>1.8%        | 1<br>1.4%        | 1<br>0.9%   | 4<br>1.5%          | 9<br>2.5%        | 3<br>1.6%         | 2<br>0.9%                 | 4<br>1.9%    | 2<br>0.8%        | 5<br>3.5%   | 5<br>2.7%       |
| Don't know                    | 7<br>0.7%         | 2<br>2.7%        | 1<br>0.9%   | 1<br>0.4%          | 3<br>0.8%        |                   | 2<br>0.9%                 |              | 2<br>0.8%        |             | 3<br>1.6%       |
| Mean                          | 8.47              | 8.85<br>f        | 8.51        | 8.53               | 8.40             | 8.36              | 8.46                      | 8.57         | 8.43             | 8.48        | 8.43            |
| Base                          | 993               | 71               | 108         | 273                | 351              | 190               | 215                       | 214          | 241              | 141         | 182             |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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Q6. In the next set of questions I am going to ask you to rate some items according to how important you feel it is to commit resources to that item, in order to make your hopes for Lexington in 2040 a reality. The scale runs from 10 to 1, with 10 being "Very Important" and 1 being "Not At All Important". The first set of items has to do with some of the community's basic human needs.

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|------------------------------------|-------------------|-------------|------------------|------------------|------------------|------------------|---------------------------|------------------|-----------------|------------------|-------------|
|                                    | TOTAL             | NORTH       | DNTOWN           | WEST             | SOUTH            | EAST             | < 10                      | 10-19            | 20-29           | 30-39            | 40+         |
|                                    | (A)               | (B)         | (C)              | (D)              | (E)              | (F)              | (G)                       | (H)              | (I)             | (J)              | (K)         |
| Adequate, safe, affordable housing |                   |             |                  |                  |                  |                  |                           |                  |                 |                  |             |
| Very Important                     | 413<br>41.3%      | 32<br>43.8% | 51<br>46.8%      | 103<br>37.6%     | 141<br>39.8%     | 86<br>45.3%<br>d | 95<br>43.8%               | 84<br>39.3%      | 107<br>44.0%    | 58<br>41.1%      | 69<br>37.3% |
| 9                                  | 161<br>16.1%      | 16<br>21.9% | 19<br>17.4%      | 46<br>16.8%      | 50<br>14.1%      | 30<br>15.8%      | 41<br>18.9%               | 32<br>15.0%      | 40<br>16.5%     | 20<br>14.2%      | 28<br>15.1% |
| 8                                  | 199<br>19.9%<br>B | 7<br>9.6%   | 21<br>19.3%<br>b | 62<br>22.6%<br>B | 75<br>21.2%<br>B | 34<br>17.9%<br>b | 40<br>18.4%               | 52<br>24.3%<br>j | 47<br>19.3%     | 24<br>17.0%      | 36<br>19.5% |
| 7                                  | 85<br>8.5%        | 8<br>11.0%  | 8<br>7.3%        | 27<br>9.9%       | 28<br>7.9%       | 14<br>7.4%       | 19<br>8.8%                | 18<br>8.4%       | 14<br>5.8%      | 17<br>12.1%<br>I | 17<br>9.2%  |
| 6                                  | 43<br>4.3%        | 2<br>2.7%   | 6<br>5.5%        | 9<br>3.3%        | 16<br>4.5%       | 10<br>5.3%       | 7<br>3.2%                 | 5<br>2.3%        | 13<br>5.3%<br>h | 9<br>6.4%<br>h   | 9<br>4.9%   |
| 5                                  | 54<br>5.4%<br>C   | 3<br>4.1%   | 2<br>1.8%        | 16<br>5.8%<br>C  | 23<br>6.5%<br>C  | 10<br>5.3%<br>c  | 9<br>4.1%                 | 14<br>6.5%       | 14<br>5.8%      | 6<br>4.3%        | 11<br>5.9%  |
| 4                                  | 12<br>1.2%        | 2<br>2.7%   |                  | 4<br>1.5%        | 5<br>1.4%        | 1<br>0.5%        | 2<br>0.9%                 | 3<br>1.4%        | 2<br>0.8%       | 1<br>0.7%        | 4<br>2.2%   |
| 3                                  | 14<br>1.4%        | 1<br>1.4%   |                  | 3<br>1.1%        | 9<br>2.5%<br>F   | 1<br>0.5%        | 3<br>1.4%                 | 3<br>1.4%        | 3<br>1.2%       | 2<br>1.4%        | 3<br>1.6%   |
| 2                                  | 7<br>0.7%         |             |                  | 2<br>0.7%        | 3<br>0.8%        | 2<br>1.1%        |                           |                  | 1<br>0.4%       | 2<br>1.4%        | 4<br>2.2%   |
| Not At All Important               | 10<br>1.0%        | 1<br>1.4%   | 2<br>1.8%        | 2<br>0.7%        | 4<br>1.1%        | 1<br>0.5%        | 1<br>0.5%                 | 3<br>1.4%        | 2<br>0.8%       | 2<br>1.4%        | 2<br>1.1%   |
| Don't know                         | 2<br>0.2%         | 1<br>1.4%   |                  |                  |                  | 1<br>0.5%        |                           |                  |                 |                  | 2<br>1.1%   |
| Mean                               | 8.42<br>k         | 8.54        | 8.74<br>adE      | 8.37             | 8.26             | 8.58<br>e        | 8.65<br>jK                | 8.38             | 8.53<br>k       | 8.30             | 8.16        |
| Base                               | 998               | 72          | 109              | 274              | 354              | 189              | 217                       | 214              | 243             | 141              | 183         |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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|----------------------------|-------------------|-------------|-------------|-----------------|--------------|-----------------|---------------------------|------------------|------------------|------------------|------------------|
|                            | TOTAL             | NORTH       | DNTOWN      | WEST            | SOUTH        | EAST            | < 10                      | 10-19            | 20-29            | 30-39            | 40+              |
|                            | (A)               | (B)         | (C)         | (D)             | (E)          | (F)             | (G)                       | (H)              | (I)              | (J)              | (K)              |
| Adequate nutrition for all |                   |             |             |                 |              |                 |                           |                  |                  |                  |                  |
| Very Important             | 421<br>42.1%      | 31<br>42.5% | 45<br>41.3% | 118<br>43.1%    | 153<br>43.2% | 74<br>38.9%     | 84<br>38.7%               | 97<br>45.3%      | 105<br>43.2%     | 61<br>43.3%      | 74<br>40.0%      |
| 9                          | 153<br>15.3%      | 13<br>17.8% | 21<br>19.3% | 36<br>13.1%     | 51<br>14.4%  | 32<br>16.8%     | 33<br>15.2%               | 30<br>14.0%      | 36<br>14.8%      | 22<br>15.6%      | 32<br>17.3%      |
| 8                          | 164<br>16.4%      | 14<br>19.2% | 19<br>17.4% | 42<br>15.3%     | 57<br>16.1%  | 32<br>16.8%     | 38<br>17.5%               | 36<br>16.8%      | 36<br>14.8%      | 26<br>18.4%      | 28<br>15.1%      |
| 7                          | 102<br>10.2%<br>H | 5<br>6.8%   | 13<br>11.9% | 26<br>9.5%      | 36<br>10.2%  | 22<br>11.6%     | 24<br>11.1%<br>H          | 12<br>5.6%       | 31<br>12.8%<br>H | 15<br>10.6%<br>h | 20<br>10.8%<br>h |
| 6                          | 51<br>5.1%        | 2<br>2.7%   | 3<br>2.8%   | 18<br>6.6%<br>c | 21<br>5.9%   | 7<br>3.7%       | 12<br>5.5%                | 11<br>5.1%       | 15<br>6.2%       | 5<br>3.5%        | 8<br>4.3%        |
| 5                          | 54<br>5.4%        |             | 3<br>2.8%   | 19<br>6.9%<br>c | 19<br>5.4%   | 13<br>6.8%<br>c | 11<br>5.1%                | 18<br>8.4%<br>iJ | 11<br>4.5%       | 5<br>3.5%        | 9<br>4.9%        |
| 4                          | 10<br>1.0%        |             | 2<br>1.8%   | 2<br>0.7%       | 5<br>1.4%    | 1<br>0.5%       | 3<br>1.4%                 | 1<br>0.5%        | 2<br>0.8%        | 1<br>0.7%        | 3<br>1.6%        |
| 3                          | 16<br>1.6%        | 3<br>4.1%   | 1<br>0.9%   | 4<br>1.5%       | 5<br>1.4%    | 3<br>1.6%       | 4<br>1.8%                 | 6<br>2.8%        | 3<br>1.2%        | 1<br>0.7%        | 2<br>1.1%        |
| 2                          | 9<br>0.9%         | 1<br>1.4%   |             | 5<br>1.8%<br>e  | 1<br>0.3%    | 2<br>1.1%       | 1<br>0.5%                 |                  | 3<br>1.2%        | 2<br>1.4%        | 3<br>1.6%        |
| Not At All Important       | 15<br>1.5%<br>i   | 2<br>2.7%   | 2<br>1.8%   | 4<br>1.5%       | 5<br>1.4%    | 2<br>1.1%       | 5<br>2.3%<br>i            | 2<br>0.9%        | 1<br>0.4%        | 3<br>2.1%        | 4<br>2.2%        |
| Don't know                 | 5<br>0.5%         | 2<br>2.7%   |             |                 | 1<br>0.3%    | 2<br>1.1%       | 2<br>0.9%                 | 1<br>0.5%        |                  |                  | 2<br>1.1%        |
| Mean                       | 8.35              | 8.44        | 8.51        | 8.24            | 8.39         | 8.32            | 8.22                      | 8.41             | 8.43             | 8.44             | 8.27             |
| Base                       | 995               | 71          | 109         | 274             | 353          | 188             | 215                       | 213              | 243              | 141              | 183              |

Note: Very Important=10; Not At All Important=1

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|  | AREA OF LEXINGTON |                  |             |                  |                  |                 | YEARS LIVING IN LEXINGTON |                  |                  |                  |                  |
|--|-------------------|------------------|-------------|------------------|------------------|-----------------|---------------------------|------------------|------------------|------------------|------------------|
|  | TOTAL             | NORTH            | DNTOWN      | WEST             | SOUTH            | EAST            | < 10                      | 10-19            | 20-29            | 30-39            | 40+              |
|  | (A)               | (B)              | (C)         | (D)              | (E)              | (F)             | (G)                       | (H)              | (I)              | (J)              | (K)              |
| Access to affordable childcare for all parents |                   |                  |             |                  |                  |                 |                           |                  |                  |                  |                  |
| Very Important                                 | 349<br>34.9%      | 25<br>34.2%      | 45<br>41.3% | 95<br>34.7%      | 118<br>33.3%     | 66<br>34.7%     | 66<br>30.4%               | 82<br>38.3%<br>g | 82<br>33.7%      | 57<br>40.4%<br>g | 62<br>33.5%      |
| 9  | 133<br>13.3%      | 13<br>17.8%      | 14<br>12.8% | 30<br>10.9%      | 47<br>13.3%      | 29<br>15.3%     | 30<br>13.8%               | 21<br>9.8%       | 38<br>15.6%<br>h | 15<br>10.6%      | 29<br>15.7%<br>h |
| 8  | 179<br>17.9%      | 17<br>23.3%<br>c | 14<br>12.8% | 48<br>17.5%      | 69<br>19.5%<br>c | 31<br>16.3%     | 45<br>20.7%               | 39<br>18.2%      | 40<br>16.5%      | 22<br>15.6%      | 33<br>17.8%      |
| 7  | 132<br>13.2%      | 8<br>11.0%       | 18<br>16.5% | 44<br>16.1%<br>E | 37<br>10.5%      | 25<br>13.2%     | 31<br>14.3%               | 28<br>13.1%      | 31<br>12.8%      | 21<br>14.9%      | 21<br>11.4%      |
| 6  | 61<br>6.1%        | 2<br>2.7%        | 5<br>4.6%   | 16<br>5.8%       | 24<br>6.8%<br>b  | 14<br>7.4%<br>b | 15<br>6.9%                | 11<br>5.1%       | 20<br>8.2%<br>J  | 5<br>3.5%        | 10<br>5.4%       |
| 5  | 70<br>7.0%<br>c   |                  | 4<br>3.7%   | 22<br>8.0%<br>c  | 32<br>9.0%<br>C  | 12<br>6.3%      | 11<br>5.1%                | 16<br>7.5%       | 19<br>7.8%       | 11<br>7.8%       | 13<br>7.0%       |
| 4  | 21<br>2.1%<br>i   |                  | 5<br>4.6%   | 5<br>1.8%        | 8<br>2.3%        | 3<br>1.6%       | 4<br>1.8%                 | 6<br>2.8%        | 2<br>0.8%        | 4<br>2.8%        | 5<br>2.7%        |
| 3  | 10<br>1.0%        | 1<br>1.4%        | 1<br>0.9%   | 2<br>0.7%        | 2<br>0.6%        | 4<br>2.1%       | 2<br>0.9%                 |                  | 2<br>0.8%        | 1<br>0.7%        | 5<br>2.7%        |
| 2  | 9<br>0.9%         | 2<br>2.7%        |             | 3<br>1.1%        | 3<br>0.8%        | 1<br>0.5%       | 1<br>0.5%                 |                  | 6<br>2.5%<br>g   | 2<br>1.4%        |                  |
| Not At All Important                           | 18<br>1.8%<br>I   | 3<br>4.1%        | 2<br>1.8%   | 3<br>1.1%        | 7<br>2.0%        | 3<br>1.6%       | 7<br>3.2%<br>I            | 3<br>1.4%        | 1<br>0.4%        | 3<br>2.1%        | 4<br>2.2%        |
| Don't know                                     | 18<br>1.8%        | 2<br>2.7%        | 1<br>0.9%   | 6<br>2.2%        | 7<br>2.0%        | 2<br>1.1%       | 5<br>2.3%                 | 8<br>3.7%<br>I   | 2<br>0.8%        |                  | 3<br>1.6%        |
| Mean   | 8.05              | 8.18             | 8.23        | 8.03             | 7.98             | 8.07            | 7.94                      | 8.20             | 8.05             | 8.08             | 8.00             |
| Base   | 982               | 71               | 108         | 268              | 347              | 188             | 212                       | 206              | 241              | 141              | 182              |

Note: Very Important=10; Not At All Important=1

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Q6H. Of all of the items just rated, which one stands out as being most important?

|  | GENDER             |                  |                  | AGE GROUP        |                    |                  |                      |                    |                  | ETHNIC IDENTITY   |                   |                 |                   |
|--|--------------------|------------------|------------------|------------------|--------------------|------------------|----------------------|--------------------|------------------|-------------------|-------------------|-----------------|-------------------|
|  | TOTAL              | MALE             | FEMALE           | 18-24            | 25-34              | 35-44            | 45-54                | 55-64              | 65+              | CAUC              | AA                | HISP            | OTHER             |
|  | (A)                | (B)              | (C)              | (D)              | (E)                | (F)              | (G)                  | (H)                | (I)              | (J)               | (K)               | (L)             | (M)               |
| Base   | 1000               | 487              | 513              | 168              | 194                | 224              | 156                  | 134                | 122              | 838               | 127               | 20              | 25                |
| High quality public education for all students | 409<br>40.9%<br>Lg | 197<br>40.5%     | 212<br>41.3%     | 72<br>42.9%<br>g | 93<br>47.9%<br>aGi | 91<br>40.6%      | 52<br>33.3%          | 55<br>41.0%        | 46<br>37.7%      | 346<br>41.3%<br>L | 50<br>39.4%<br>1  | 4<br>20.0%      | 9<br>36.0%        |
| Citizen safety and welfare                     | 159<br>15.9%       | 85<br>17.5%      | 74<br>14.4%      | 28<br>16.7%      | 29<br>14.9%        | 32<br>14.3%      | 37<br>23.7%<br>AEFHi | 15<br>11.2%        | 18<br>14.8%      | 136<br>16.2%      | 19<br>15.0%       | 3<br>15.0%      | 3<br>12.0%        |
| Affordable health care                         | 136<br>13.6%<br>MD | 53<br>10.9%      | 83<br>16.2%<br>B | 13<br>7.7%       | 23<br>11.9%        | 27<br>12.1%      | 25<br>16.0%<br>D     | 26<br>19.4%<br>Def | 21<br>17.2%<br>D | 113<br>13.5%<br>M | 19<br>15.0%<br>M  | 5<br>25.0%<br>M | 1<br>4.0%         |
| Adequate, safe, affordable housing             | 122<br>12.2%<br>I  | 63<br>12.9%      | 59<br>11.5%      | 26<br>15.5%<br>I | 28<br>14.4%<br>I   | 32<br>14.3%<br>I | 15<br>9.6%           | 13<br>9.7%         | 8<br>6.6%        | 91<br>10.9%       | 24<br>18.9%<br>aJ | 4<br>20.0%      | 5<br>20.0%        |
| Protection of natural resources                | 89<br>8.9%<br>Ke   | 52<br>10.7%<br>c | 37<br>7.2%       | 16<br>9.5%       | 11<br>5.7%         | 22<br>9.8%       | 14<br>9.0%           | 11<br>8.2%         | 15<br>12.3%<br>e | 77<br>9.2%<br>K   | 6<br>4.7%         | 3<br>15.0%      | 7<br>28.0%<br>AJK |
| Adequate nutrition for all                     | 38<br>3.8%<br>E    | 16<br>3.3%       | 22<br>4.3%       | 6<br>3.6%        | 2<br>1.0%          | 12<br>5.4%<br>E  | 6<br>3.8%<br>e       | 8<br>6.0%<br>E     | 4<br>3.3%        | 34<br>4.1%        | 4<br>3.1%         |                 |                   |
| Access to affordable childcare for all parents | 29<br>2.9%         | 13<br>2.7%       | 16<br>3.1%       | 4<br>2.4%        | 7<br>3.6%          | 5<br>2.2%        | 4<br>2.6%            | 2<br>1.5%          | 7<br>5.7%<br>h   | 25<br>3.0%        | 3<br>2.4%         | 1<br>5.0%       |                   |
| None   | 18<br>1.8%<br>e    | 8<br>1.6%        | 10<br>1.9%       | 3<br>1.8%        | 1<br>0.5%          | 3<br>1.3%        | 3<br>1.9%            | 4<br>3.0%          | 3<br>2.5%        | 16<br>1.9%        | 2<br>1.6%         |                 |                   |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q6H. Of all of the items just rated, which one stands out as being most important?

|  | AREA OF LEXINGTON  |                    |                      |                  |                         |                   | YEARS LIVING IN LEXINGTON |             |                  |                     |                     |
|--|--------------------|--------------------|----------------------|------------------|-------------------------|-------------------|---------------------------|-------------|------------------|---------------------|---------------------|
|  | TOTAL              | NORTH              | DNTOWN               | WEST             | SOUTH                   | EAST              | < 10                      | 10-19       | 20-29            | 30-39               | 40+                 |
|  | (A)                | (B)                | (C)                  | (D)              | (E)                     | (F)               | (G)                       | (H)         | (I)              | (J)                 | (K)                 |
| Base   | 1000               | 73                 | 109                  | 274              | 354                     | 190               | 217                       | 214         | 243              | 141                 | 185                 |
| High quality public education for all students | 409<br>40.9%<br>C  | 37<br>50.7%<br>CdF | 33<br>30.3%          | 109<br>39.8%     | 161<br>45.5%<br>c<br>CF | 69<br>36.3%       | 89<br>41.0%               | 94<br>43.9% | 105<br>43.2%     | 54<br>38.3%         | 67<br>36.2%         |
| Citizen safety and welfare                     | 159<br>15.9%       | 9<br>12.3%         | 17<br>15.6%          | 38<br>13.9%      | 60<br>16.9%             | 35<br>18.4%       | 39<br>18.0%               | 34<br>15.9% | 38<br>15.6%      | 20<br>14.2%         | 28<br>15.1%         |
| Affordable health care                         | 136<br>13.6%<br>Gi | 13<br>17.8%        | 16<br>14.7%          | 41<br>15.0%      | 41<br>11.6%             | 25<br>13.2%       | 19<br>8.8%                | 28<br>13.1% | 23<br>9.5%       | 30<br>21.3%<br>AGHI | 36<br>19.5%<br>aGhI |
| Adequate, safe, affordable housing             | 122<br>12.2%<br>BE | 4<br>5.5%          | 27<br>24.8%<br>ABDef | 33<br>12.0%<br>B | 29<br>8.2%              | 29<br>15.3%<br>BE | 33<br>15.2%<br>k          | 22<br>10.3% | 35<br>14.4%<br>k | 15<br>10.6%         | 17<br>9.2%          |
| Protection of natural resources                | 89<br>8.9%<br>jC   | 7<br>9.6%          | 5<br>4.6%            | 28<br>10.2%<br>C | 34<br>9.6%<br>C         | 15<br>7.9%        | 22<br>10.1%<br>j          | 14<br>6.5%  | 22<br>9.1%       | 7<br>5.0%           | 24<br>13.0%<br>HJ   |
| Adequate nutrition for all                     | 38<br>3.8%         | 1<br>1.4%          | 4<br>3.7%            | 9<br>3.3%        | 15<br>4.2%<br>b         | 9<br>4.7%         | 6<br>2.8%                 | 10<br>4.7%  | 9<br>3.7%        | 7<br>5.0%           | 6<br>3.2%           |
| Access to affordable childcare for all parents | 29<br>2.9%         |                    | 4<br>3.7%            | 10<br>3.6%       | 10<br>2.8%              | 5<br>2.6%         | 4<br>1.8%                 | 7<br>3.3%   | 9<br>3.7%        | 4<br>2.8%           | 5<br>2.7%           |
| None   | 18<br>1.8%         | 2<br>2.7%          | 3<br>2.8%            | 6<br>2.2%        | 4<br>1.1%               | 3<br>1.6%         | 5<br>2.3%                 | 5<br>2.3%   | 2<br>0.8%        | 4<br>2.8%           | 2<br>1.1%           |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | GENDER |      |        | AGE GROUP |       |       |       |       |      | ETHNIC IDENTITY |      |      |       |
|---|--------|------|--------|-----------|-------|-------|-------|-------|------|-----------------|------|------|-------|
|   | TOTAL  | MALE | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | CAUC            | AA   | HISP | OTHER |
|   | (A)    | (B)  | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)  | (J)             | (K)  | (L)  | (M)   |
| Base  | 1000   | 487  | 513    | 168       | 194   | 224   | 156   | 134   | 122  | 838             | 127  | 20   | 25    |
| SUMMARY OF MEANS  |        |      |        |           |       |       |       |       |      |                 |      |      |       |
| A vibrant downtown  | 8.38   | 8.25 | 8.50   | 8.97      | 8.63  | 8.42  | 8.19  | 7.78  | 7.95 | 8.34            | 8.61 | 8.45 | 9.00  |
|   | HI     |      | b      | AeFGHI    | GHI   | HI    |       |       |      |                 |      |      |       |
| Base  | 997    | 487  | 510    | 168       | 194   | 224   | 156   | 134   | 119  | 835             | 127  | 20   | 25    |
| A greater diversity of cultural events that will appeal to many types of different people         | 7.72   | 7.54 | 7.89   | 8.23      | 7.98  | 7.78  | 7.58  | 7.03  | 7.36 | 7.57            | 8.54 | 7.75 | 8.60  |
|   | Hi     |      | B      | AFGHI     | gHI   | Hi    | H     |       |      |                 | AJl  |      | AJ    |
| Base  | 991    | 484  | 507    | 167       | 192   | 224   | 156   | 133   | 117  | 831             | 125  | 20   | 25    |
| Attracting visitors and encouraging tourism   | 7.71   | 7.54 | 7.87   | 7.54      | 7.59  | 7.88  | 7.61  | 7.81  | 7.82 | 7.72            | 7.61 | 8.45 | 8.16  |
|   |        |      | B      |           |       | d     |       |       |      |                 |      | ajk  |       |
| Base  | 992    | 485  | 507    | 167       | 193   | 224   | 155   | 134   | 118  | 832             | 125  | 20   | 25    |
| Performing arts facilities and public art   | 7.67   | 7.39 | 7.94   | 7.84      | 7.81  | 7.61  | 7.62  | 7.40  | 7.69 | 7.62            | 7.92 | 7.79 | 8.00  |
|   | B      |      | AB     | h         | h     |       |       |       |      |                 |      |      |       |
| Base  | 992    | 484  | 508    | 167       | 193   | 224   | 156   | 133   | 117  | 832             | 126  | 19   | 25    |
| A district in the community where a variety of arts and entertainment facilities would be located | 7.66   | 7.43 | 7.89   | 8.17      | 7.83  | 7.66  | 7.48  | 7.14  | 7.53 | 7.55            | 8.28 | 8.10 | 8.20  |
|   | HB     |      | AB     | AeFGHI    | H     | H     |       |       |      |                 | AJ   |      |       |
| Base  | 989    | 482  | 507    | 164       | 194   | 223   | 155   | 133   | 118  | 829             | 125  | 20   | 25    |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand                  | 7.48   | 7.27 | 7.67   | 7.32      | 7.14  | 7.58  | 7.50  | 7.60  | 7.88 | 7.51            | 7.34 | 7.65 | 7.72  |
|   | e      |      | B      |           |       | E     |       | e     | aDE  |                 |      |      |       |
| Base  | 987    | 480  | 507    | 163       | 192   | 224   | 152   | 134   | 120  | 828             | 124  | 20   | 25    |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | AREA OF LEXINGTON |       |        |      |       | YEARS LIVING IN LEXINGTON |      |       |       |       |      |
|---|-------------------|-------|--------|------|-------|---------------------------|------|-------|-------|-------|------|
|   | TOTAL             | NORTH | DNTOWN | WEST | SOUTH | EAST                      | < 10 | 10-19 | 20-29 | 30-39 | 40+  |
|   | (A)               | (B)   | (C)    | (D)  | (E)   | (F)                       | (G)  | (H)   | (I)   | (J)   | (K)  |
| Base  | 1000              | 73    | 109    | 274  | 354   | 190                       | 217  | 214   | 243   | 141   | 185  |
| SUMMARY OF MEANS  |                   |       |        |      |       |                           |      |       |       |       |      |
| A vibrant downtown  | 8.38              | 8.69  | 8.64   | 8.12 | 8.38  | 8.47                      | 8.59 | 8.56  | 8.40  | 8.22  | 8.01 |
|   | Kd                | D     | D      |      |       | d                         | jK   | K     | k     |       |      |
| Base  | 997               | 71    | 109    | 274  | 353   | 190                       | 216  | 214   | 242   | 141   | 184  |
| A greater diversity of cultural events that will appeal to many types of different people         | 7.72              | 8.13  | 8.17   | 7.56 | 7.70  | 7.57                      | 7.94 | 7.83  | 7.76  | 7.51  | 7.41 |
|   | k                 | df    | ADEF   |      |       |                           | jK   | k     |       |       |      |
| Base  | 991               | 69    | 108    | 273  | 353   | 188                       | 216  | 212   | 242   | 140   | 181  |
| Attracting visitors and encouraging tourism   | 7.71              | 7.84  | 7.18   | 7.78 | 7.79  | 7.72                      | 7.64 | 7.78  | 7.58  | 7.76  | 7.84 |
|   | C                 | C     |        | C    | C     | C                         |      |       |       |       |      |
| Base  | 992               | 70    | 109    | 273  | 352   | 188                       | 215  | 213   | 240   | 141   | 183  |
| Performing arts facilities and public art   | 7.67              | 7.99  | 7.78   | 7.67 | 7.74  | 7.37                      | 7.73 | 7.57  | 7.84  | 7.60  | 7.56 |
|   | f                 | F     |        |      | F     |                           |      |       |       |       |      |
| Base  | 992               | 71    | 109    | 272  | 352   | 188                       | 216  | 213   | 241   | 140   | 182  |
| A district in the community where a variety of arts and entertainment facilities would be located | 7.66              | 8.07  | 8.10   | 7.55 | 7.61  | 7.53                      | 7.74 | 7.69  | 7.86  | 7.50  | 7.42 |
|   |                   | def   | ADEF   |      |       |                           |      |       | jK    |       |      |
| Base  | 989               | 70    | 107    | 274  | 349   | 189                       | 216  | 212   | 240   | 141   | 180  |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand                  | 7.48              | 7.69  | 7.06   | 7.46 | 7.52  | 7.58                      | 7.36 | 7.45  | 7.30  | 7.57  | 7.79 |
|   | c                 | c     |        |      | c     | c                         |      |       |       |       | agI  |
| Base  | 987               | 70    | 108    | 273  | 351   | 185                       | 211  | 211   | 241   | 140   | 184  |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|                      | GENDER             |                 |                        | AGE GROUP             |                   |                  |                   |                      |                  | ETHNIC IDENTITY |             |             |             |
|----------------------|--------------------|-----------------|------------------------|-----------------------|-------------------|------------------|-------------------|----------------------|------------------|-----------------|-------------|-------------|-------------|
|                      | TOTAL              | MALE            | FEMALE                 | 18-24                 | 25-34             | 35-44            | 45-54             | 55-64                | 65+              | CAUC            | AA          | HISP        | OTHER       |
|                      | (A)                | (B)             | (C)                    | (D)                   | (E)               | (F)              | (G)               | (H)                  | (I)              | (J)             | (K)         | (L)         | (M)         |
| Base                 | 1000               | 487             | 513                    | 168                   | 194               | 224              | 156               | 134                  | 122              | 838             | 127         | 20          | 25          |
| A vibrant downtown   |                    |                 |                        |                       |                   |                  |                   |                      |                  |                 |             |             |             |
| Very Important       | 413<br>41.3%<br>HI | 198<br>40.7%    | 215<br>41.9%<br>AeFGHI | 95<br>56.5%<br>AeFGHI | 90<br>46.4%<br>HI | 90<br>40.2%<br>H | 59<br>37.8%       | 39<br>29.1%          | 39<br>32.0%      | 339<br>40.5%    | 58<br>45.7% | 10<br>50.0% | 13<br>52.0% |
| 9                    | 176<br>17.6%       | 87<br>17.9%     | 89<br>17.3%            | 32<br>19.0%           | 32<br>16.5%       | 39<br>17.4%      | 25<br>16.0%       | 21<br>15.7%          | 26<br>21.3%      | 146<br>17.4%    | 25<br>19.7% | 2<br>10.0%  | 5<br>20.0%  |
| 8                    | 163<br>16.3%<br>D  | 73<br>15.0%     | 90<br>17.5%            | 14<br>8.3%            | 32<br>16.5%<br>D  | 47<br>21.0%<br>D | 26<br>16.7%<br>D  | 25<br>18.7%<br>D     | 19<br>15.6%<br>d | 139<br>16.6%    | 19<br>15.0% | 2<br>10.0%  | 2<br>8.0%   |
| 7                    | 107<br>10.7%       | 51<br>10.5%     | 56<br>10.9%            | 13<br>7.7%            | 20<br>10.3%       | 18<br>8.0%       | 22<br>14.1%<br>df | 23<br>17.2%<br>aDeFi | 11<br>9.0%       | 92<br>11.0%     | 11<br>8.7%  | 2<br>10.0%  | 4<br>16.0%  |
| 6                    | 40<br>4.0%<br>K    | 22<br>4.5%      | 18<br>3.5%             | 6<br>3.6%             | 7<br>3.6%         | 7<br>3.1%        | 6<br>3.8%         | 8<br>6.0%            | 6<br>4.9%        | 37<br>4.4%<br>K | 1<br>0.8%   | 1<br>5.0%   | 1<br>4.0%   |
| 5                    | 40<br>4.0%<br>d    | 20<br>4.1%      | 20<br>3.9%             | 3<br>1.8%             | 6<br>3.1%         | 12<br>5.4%<br>D  | 9<br>5.8%<br>d    | 5<br>3.7%            | 5<br>4.1%        | 31<br>3.7%      | 7<br>5.5%   | 3<br>15.0%  |             |
| 4                    | 18<br>1.8%         | 8<br>1.6%       | 10<br>1.9%             | 2<br>1.2%             | 2<br>1.0%         | 5<br>2.2%        | 1<br>0.6%         | 5<br>3.7%<br>g       | 3<br>2.5%        | 15<br>1.8%      | 3<br>2.4%   |             |             |
| 3                    | 10<br>1.0%         | 6<br>1.2%       | 4<br>0.8%              | 2<br>1.2%             | 1<br>0.5%         | 2<br>0.9%        | 2<br>1.3%         | 1<br>0.7%            | 2<br>1.6%        | 9<br>1.1%       | 1<br>0.8%   |             |             |
| 2                    | 15<br>1.5%         | 10<br>2.1%      | 5<br>1.0%              |                       | 4<br>2.1%         | 2<br>0.9%        | 3<br>1.9%         |                      | 6<br>4.9%<br>af  | 14<br>1.7%      | 1<br>0.8%   |             |             |
| Not At All Important | 15<br>1.5%<br>c    | 12<br>2.5%<br>C | 3<br>0.6%              | 1<br>0.6%             |                   | 2<br>0.9%        | 3<br>1.9%         | 7<br>5.2%<br>aDF     | 2<br>1.6%        | 13<br>1.6%      | 1<br>0.8%   |             |             |
| Don't know           | 3<br>0.3%          |                 | 3<br>0.6%              |                       |                   |                  |                   |                      | 3<br>2.5%        | 3<br>0.4%       |             |             |             |
| Mean                 | 8.38<br>HI         | 8.25            | 8.50<br>b AeFGHI       | 8.97<br>b AeFGHI      | 8.63<br>GHI       | 8.42<br>HI       | 8.19              | 7.78                 | 7.95             | 8.34            | 8.61        | 8.45        | 9.00        |
| Base                 | 997                | 487             | 510                    | 168                   | 194               | 224              | 156               | 134                  | 119              | 835             | 127         | 20          | 25          |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | GENDER            |              |              | AGE GROUP             |                      |                  |                   |                     |                  | ETHNIC IDENTITY   |                   |                  |                   |
|---|-------------------|--------------|--------------|-----------------------|----------------------|------------------|-------------------|---------------------|------------------|-------------------|-------------------|------------------|-------------------|
|   | TOTAL             | MALE         | FEMALE       | 18-24                 | 25-34                | 35-44            | 45-54             | 55-64               | 65+              | CAUC              | AA                | HISP             | OTHER             |
|   | (A)               | (B)          | (C)          | (D)                   | (E)                  | (F)              | (G)               | (H)                 | (I)              | (J)               | (K)               | (L)              | (M)               |
| A greater diversity of cultural events that will appeal to many types of different people |                   |              |              |                       |                      |                  |                   |                     |                  |                   |                   |                  |                   |
| Very Important  | 251<br>25.1%      | 112<br>23.0% | 139<br>27.1% | 59<br>35.1%<br>AEFGHI | 48<br>24.7%          | 54<br>24.1%      | 34<br>21.8%       | 26<br>19.4%         | 29<br>23.8%      | 184<br>22.0%      | 51<br>40.2%<br>AJ | 9<br>45.0%<br>aJ | 11<br>44.0%<br>aJ |
| 9   | 157<br>15.7%<br>I | 77<br>15.8%  | 80<br>15.6%  | 36<br>21.4%<br>agHI   | 32<br>16.5%<br>i     | 40<br>17.9%<br>I | 21<br>13.5%       | 16<br>11.9%         | 12<br>9.8%       | 134<br>16.0%      | 19<br>15.0%       | 2<br>10.0%       | 4<br>16.0%        |
| 8   | 220<br>22.0%<br>l | 103<br>21.1% | 117<br>22.8% | 32<br>19.0%           | 47<br>24.2%          | 48<br>21.4%      | 42<br>26.9%<br>dh | 24<br>17.9%         | 26<br>21.3%      | 186<br>22.2%<br>l | 29<br>22.8%<br>l  | 2<br>10.0%       | 5<br>20.0%        |
| 7   | 132<br>13.2%<br>D | 67<br>13.8%  | 65<br>12.7%  | 11<br>6.5%            | 24<br>12.4%<br>d     | 36<br>16.1%<br>D | 19<br>12.2%<br>d  | 25<br>18.7%<br>D    | 17<br>13.9%<br>D | 116<br>13.8%      | 12<br>9.4%        | 2<br>10.0%       | 3<br>12.0%        |
| 6   | 67<br>6.7%<br>K   | 30<br>6.2%   | 37<br>7.2%   | 9<br>5.4%             | 23<br>11.9%<br>ADFGI | 10<br>4.5%       | 10<br>6.4%        | 10<br>7.5%          | 5<br>4.1%        | 61<br>7.3%<br>K   | 4<br>3.1%         | 1<br>5.0%        | 1<br>4.0%         |
| 5   | 83<br>8.3%        | 47<br>9.7%   | 36<br>7.0%   | 10<br>6.0%            | 13<br>6.7%           | 18<br>8.0%       | 20<br>12.8%<br>De | 11<br>8.2%          | 11<br>9.0%       | 73<br>8.7%        | 9<br>7.1%         | 1<br>5.0%        |                   |
| 4   | 35<br>3.5%        | 18<br>3.7%   | 17<br>3.3%   | 3<br>1.8%             | 4<br>2.1%            | 10<br>4.5%       | 3<br>1.9%         | 7<br>5.2%           | 8<br>6.6%<br>deg | 35<br>4.2%        |                   |                  |                   |
| 3   | 11<br>1.1%        | 7<br>1.4%    | 4<br>0.8%    | 1<br>0.6%             |                      | 3<br>1.3%        | 2<br>1.3%         | 2<br>1.5%           | 3<br>2.5%        | 10<br>1.2%        |                   | 1<br>5.0%        |                   |
| 2   | 14<br>1.4%<br>c   | 10<br>2.1%   | 4<br>0.8%    | 3<br>1.8%             |                      | 2<br>0.9%        | 2<br>1.3%         | 3<br>2.2%           | 4<br>3.3%        | 13<br>1.6%        |                   | 1<br>5.0%        | 1<br>4.0%         |
| Not At All Important  | 21<br>2.1%<br>E   | 13<br>2.7%   | 8<br>1.6%    | 3<br>1.8%             | 1<br>0.5%            | 3<br>1.3%        | 3<br>1.9%         | 9<br>6.7%<br>ADEFGI | 2<br>1.6%        | 19<br>2.3%        | 1<br>0.8%         | 1<br>5.0%        |                   |
| Don't know  | 9<br>0.9%         | 3<br>0.6%    | 6<br>1.2%    | 1<br>0.6%             | 2<br>1.0%            |                  |                   | 1<br>0.7%           | 5<br>4.1%<br>adh | 7<br>0.8%         | 2<br>1.6%         |                  |                   |
| Mean  | 7.72<br>Hi        | 7.54         | 7.89<br>B    | 8.23<br>AFGHI         | 7.98<br>gHI          | 7.78<br>Hi       | 7.58<br>H         | 7.03                | 7.36             | 7.57              | 8.54<br>AJL       | 7.75             | 8.60<br>AJ        |
| Base  | 991               | 484          | 507          | 167                   | 192                  | 224              | 156               | 133                 | 117              | 831               | 125               | 20               | 25                |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | GENDER          |                |              | AGE GROUP      |                     |                     |                 |                  |             | ETHNIC IDENTITY |             |             |            |
|---|-----------------|----------------|--------------|----------------|---------------------|---------------------|-----------------|------------------|-------------|-----------------|-------------|-------------|------------|
|   | TOTAL           | MALE           | FEMALE       | 18-24          | 25-34               | 35-44               | 45-54           | 55-64            | 65+         | CAUC            | AA          | HISP        | OTHER      |
|   | (A)             | (B)            | (C)          | (D)            | (E)                 | (F)                 | (G)             | (H)              | (I)         | (J)             | (K)         | (L)         | (M)        |
| Attracting visitors and encouraging tourism |                 |                |              |                |                     |                     |                 |                  |             |                 |             |             |            |
| Very Important                              | 218<br>21.8%    | 98<br>20.1%    | 120<br>23.4% | 37<br>22.0%    | 38<br>19.6%         | 47<br>21.0%         | 36<br>23.1%     | 28<br>20.9%      | 32<br>26.2% | 182<br>21.7%    | 27<br>21.3% | 7<br>35.0%  | 7<br>28.0% |
| 9   | 134<br>13.4%    | 61<br>12.5%    | 73<br>14.2%  | 19<br>11.3%    | 20<br>10.3%         | 42<br>18.8%<br>aDEH | 22<br>14.1%     | 15<br>11.2%      | 16<br>13.1% | 110<br>13.1%    | 18<br>14.2% | 4<br>20.0%  | 5<br>20.0% |
| 8   | 263<br>26.3%    | 124<br>25.5%   | 139<br>27.1% | 50<br>29.8%    | 46<br>23.7%         | 60<br>26.8%         | 36<br>23.1%     | 41<br>30.6%      | 29<br>23.8% | 224<br>26.7%    | 32<br>25.2% | 3<br>15.0%  | 5<br>20.0% |
| 7   | 176<br>17.6%    | 89<br>18.3%    | 87<br>17.0%  | 22<br>13.1%    | 46<br>23.7%<br>aDFI | 36<br>16.1%         | 27<br>17.3%     | 28<br>20.9%<br>d | 17<br>13.9% | 148<br>17.7%    | 22<br>17.3% | 4<br>20.0%  | 4<br>16.0% |
| 6   | 63<br>6.3%<br>k | 34<br>7.0%     | 29<br>5.7%   | 8<br>4.8%      | 19<br>9.8%<br>dF    | 10<br>4.5%          | 10<br>6.4%      | 8<br>6.0%        | 8<br>6.6%   | 56<br>6.7%<br>K | 4<br>3.1%   | 1<br>5.0%   | 2<br>8.0%  |
| 5   | 85<br>8.5%      | 47<br>9.7%     | 38<br>7.4%   | 16<br>9.5%     | 17<br>8.8%          | 21<br>9.4%          | 12<br>7.7%      | 10<br>7.5%       | 9<br>7.4%   | 70<br>8.4%      | 13<br>10.2% | 1<br>5.0%   | 1<br>4.0%  |
| 4   | 14<br>1.4%      | 8<br>1.6%      | 6<br>1.2%    | 3<br>1.8%      | 1<br>0.5%           | 3<br>1.3%           | 3<br>1.9%       | 2<br>1.5%        | 2<br>1.6%   | 12<br>1.4%      | 2<br>1.6%   |             | 1<br>4.0%  |
| 3   | 9<br>0.9%       | 7<br>1.4%<br>c | 2<br>0.4%    | 5<br>3.0%<br>f | 2<br>1.0%           | 1<br>0.4%           | 1<br>0.6%       |                  |             | 7<br>0.8%       | 2<br>1.6%   |             |            |
| 2   | 10<br>1.0%      | 4<br>0.8%      | 6<br>1.2%    | 2<br>1.2%      | 2<br>1.0%           | 2<br>0.9%           | 2<br>1.3%       |                  | 2<br>1.6%   | 7<br>0.8%       | 1<br>0.8%   |             |            |
| Not At All Important                        | 20<br>2.0%      | 13<br>2.7%     | 7<br>1.4%    | 5<br>3.0%      | 2<br>1.0%           | 2<br>0.9%           | 6<br>3.8%<br>ef | 2<br>1.5%        | 3<br>2.5%   | 16<br>1.9%      | 4<br>3.1%   |             |            |
| Don't know                                  | 8<br>0.8%       | 2<br>0.4%      | 6<br>1.2%    | 1<br>0.6%      | 1<br>0.5%           |                     | 1<br>0.6%       |                  | 4<br>3.3%   | 6<br>0.7%       | 2<br>1.6%   |             |            |
| Mean  | 7.71            | 7.54           | 7.87<br>B    | 7.54           | 7.59                | 7.88<br>d           | 7.61            | 7.81             | 7.82        | 7.72            | 7.61        | 8.45<br>ajk | 8.16       |
| Base  | 992             | 485            | 507          | 167            | 193                 | 224                 | 155             | 134              | 118         | 832             | 125         | 20          | 25         |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | GENDER             |                  |                    | AGE GROUP           |                  |                    |                   |                  |                   | ETHNIC IDENTITY   |                  |            |                  |
|---|--------------------|------------------|--------------------|---------------------|------------------|--------------------|-------------------|------------------|-------------------|-------------------|------------------|------------|------------------|
|   | TOTAL              | MALE             | FEMALE             | 18-24               | 25-34            | 35-44              | 45-54             | 55-64            | 65+               | CAUC              | AA               | HISP       | OTHER            |
|   | (A)                | (B)              | (C)                | (D)                 | (E)              | (F)                | (G)               | (H)              | (I)               | (J)               | (K)              | (L)        | (M)              |
| Performing arts facilities and public art |                    |                  |                    |                     |                  |                    |                   |                  |                   |                   |                  |            |                  |
| Very Important                            | 203<br>20.3%<br>fb | 79<br>16.2%      | 124<br>24.2%<br>aB | 49<br>29.2%<br>AFGH | 44<br>22.7%<br>f | 34<br>15.2%        | 26<br>16.7%       | 22<br>16.4%      | 27<br>22.1%       | 160<br>19.1%      | 33<br>26.0%<br>j | 7<br>35.0% | 7<br>28.0%       |
| 9   | 146<br>14.6%<br>l  | 67<br>13.8%      | 79<br>15.4%        | 18<br>10.7%         | 30<br>15.5%      | 42<br>18.8%<br>Dgi | 19<br>12.2%       | 23<br>17.2%      | 14<br>11.5%       | 120<br>14.3%<br>l | 20<br>15.7%<br>l | 1<br>5.0%  | 4<br>16.0%       |
| 8   | 266<br>26.6%<br>Md | 125<br>25.7%     | 141<br>27.5%       | 34<br>20.2%         | 44<br>22.7%      | 63<br>28.1%<br>d   | 51<br>32.7%<br>DE | 35<br>26.1%      | 39<br>32.0%<br>De | 231<br>27.6%<br>M | 28<br>22.0%      | 3<br>15.0% | 3<br>12.0%       |
| 7   | 164<br>16.4%       | 89<br>18.3%      | 75<br>14.6%        | 33<br>19.6%<br>hi   | 35<br>18.0%      | 35<br>15.6%        | 29<br>18.6%<br>i  | 17<br>12.7%      | 14<br>11.5%       | 136<br>16.2%      | 21<br>16.5%      | 4<br>20.0% | 8<br>32.0%<br>aj |
| 6   | 69<br>6.9%         | 33<br>6.8%       | 36<br>7.0%         | 11<br>6.5%          | 18<br>9.3%<br>i  | 15<br>6.7%         | 12<br>7.7%        | 8<br>6.0%        | 5<br>4.1%         | 62<br>7.4%        | 6<br>4.7%        | 1<br>5.0%  | 2<br>8.0%        |
| 5   | 82<br>8.2%<br>c    | 52<br>10.7%<br>C | 30<br>5.8%         | 12<br>7.1%          | 15<br>7.7%       | 22<br>9.8%         | 10<br>6.4%        | 16<br>11.9%<br>i | 7<br>5.7%         | 67<br>8.0%        | 14<br>11.0%      | 1<br>5.0%  |                  |
| 4   | 23<br>2.3%<br>k    | 12<br>2.5%       | 11<br>2.1%         | 3<br>1.8%           | 2<br>1.0%        | 6<br>2.7%          | 4<br>2.6%         | 4<br>3.0%        | 4<br>3.3%         | 22<br>2.6%<br>k   | 1<br>0.8%        |            |                  |
| 3   | 14<br>1.4%         | 11<br>2.3%<br>C  | 3<br>0.6%          | 4<br>2.4%           | 1<br>0.5%        | 3<br>1.3%          | 1<br>0.6%         | 3<br>2.2%        | 2<br>1.6%         | 10<br>1.2%        | 2<br>1.6%        | 2<br>10.0% |                  |
| 2   | 9<br>0.9%          | 6<br>1.2%        | 3<br>0.6%          | 2<br>1.2%           | 3<br>1.5%        | 1<br>0.4%          | 1<br>0.6%         |                  | 2<br>1.6%         | 9<br>1.1%         |                  |            | 1<br>4.0%        |
| Not At All Important                      | 16<br>1.6%<br>e    | 10<br>2.1%       | 6<br>1.2%          | 1<br>0.6%           | 1<br>0.5%        | 3<br>1.3%          | 3<br>1.9%         | 5<br>3.7%<br>de  | 3<br>2.5%         | 15<br>1.8%        | 1<br>0.8%        |            |                  |
| Don't know                                | 8<br>0.8%          | 3<br>0.6%        | 5<br>1.0%          | 1<br>0.6%           | 1<br>0.5%        |                    |                   | 1<br>0.7%        | 5<br>4.1%<br>adeh | 6<br>0.7%         | 1<br>0.8%        | 1<br>5.0%  |                  |
| Mean                                      | 7.67<br>B          | 7.39             | 7.94<br>AB         | 7.84<br>h           | 7.81<br>h        | 7.61               | 7.62              | 7.40             | 7.69              | 7.62              | 7.92             | 7.79       | 8.00             |
| Base                                      | 992                | 484              | 508                | 167                 | 193              | 224                | 156               | 133              | 117               | 832               | 126              | 19         | 25               |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | GENDER            |                 |                   | AGE GROUP            |                     |                    |                  |                   |                  | ETHNIC IDENTITY   |                   |                  |                 |
|---|-------------------|-----------------|-------------------|----------------------|---------------------|--------------------|------------------|-------------------|------------------|-------------------|-------------------|------------------|-----------------|
|   | TOTAL             | MALE            | FEMALE            | 18-24                | 25-34               | 35-44              | 45-54            | 55-64             | 65+              | CAUC              | AA                | HISP             | OTHER           |
|   | (A)               | (B)             | (C)               | (D)                  | (E)                 | (F)                | (G)              | (H)               | (I)              | (J)               | (K)               | (L)              | (M)             |
| A district in the community where a variety of arts and entertainment facilities would be located |                   |                 |                   |                      |                     |                    |                  |                   |                  |                   |                   |                  |                 |
| Very Important  | 212<br>21.2%      | 87<br>17.9%     | 125<br>24.4%<br>B | 45<br>26.8%<br>FH    | 45<br>23.2%         | 40<br>17.9%        | 30<br>19.2%      | 23<br>17.2%       | 28<br>23.0%      | 160<br>19.1%      | 38<br>29.9%<br>AJ | 9<br>45.0%<br>AJ | 9<br>36.0%<br>j |
| 9   | 161<br>16.1%<br>I | 84<br>17.2%     | 77<br>15.0%       | 38<br>22.6%<br>aEgHI | 24<br>12.4%         | 45<br>20.1%<br>EI  | 23<br>14.7%      | 19<br>14.2%       | 12<br>9.8%       | 134<br>16.0%      | 22<br>17.3%       | 3<br>15.0%       | 3<br>12.0%      |
| 8   | 244<br>24.4%<br>b | 100<br>20.5%    | 144<br>28.1%<br>B | 38<br>22.6%          | 59<br>30.4%<br>adFH | 50<br>22.3%        | 39<br>25.0%      | 26<br>19.4%       | 32<br>26.2%      | 203<br>24.2%      | 34<br>26.8%       | 3<br>15.0%       | 6<br>24.0%      |
| 7   | 136<br>13.6%<br>D | 72<br>14.8%     | 64<br>12.5%       | 13<br>7.7%           | 30<br>15.5%<br>D    | 31<br>13.8%<br>D   | 21<br>13.5%<br>d | 23<br>17.2%<br>D  | 17<br>13.9%<br>d | 122<br>14.6%<br>k | 12<br>9.4%        |                  | 2<br>8.0%       |
| 6   | 81<br>8.1%        | 46<br>9.4%      | 35<br>6.8%        | 14<br>8.3%           | 14<br>7.2%          | 20<br>8.9%         | 13<br>8.3%       | 10<br>7.5%        | 10<br>8.2%       | 71<br>8.5%        | 8<br>6.3%         | 1<br>5.0%        | 3<br>12.0%      |
| 5   | 80<br>8.0%<br>d   | 48<br>9.9%<br>C | 32<br>6.2%        | 8<br>4.8%            | 12<br>6.2%          | 26<br>11.6%<br>DEI | 14<br>9.0%       | 14<br>10.4%<br>di | 6<br>4.9%        | 68<br>8.1%        | 9<br>7.1%         | 2<br>10.0%       | 1<br>4.0%       |
| 4   | 33<br>3.3%        | 20<br>4.1%      | 13<br>2.5%        | 6<br>3.6%            | 4<br>2.1%           | 5<br>2.2%          | 7<br>4.5%        | 7<br>5.2%         | 4<br>3.3%        | 31<br>3.7%<br>k   | 2<br>1.6%         |                  |                 |
| 3   | 19<br>1.9%<br>dE  | 12<br>2.5%      | 7<br>1.4%         | 1<br>0.6%            | 1<br>0.5%           | 5<br>2.2%          | 3<br>1.9%        | 5<br>3.7%<br>de   | 4<br>3.3%        | 18<br>2.1%        |                   | 1<br>5.0%        | 1<br>4.0%       |
| 2   | 9<br>0.9%         | 5<br>1.0%       | 4<br>0.8%         | 1<br>0.6%            | 3<br>1.5%           |                    | 3<br>1.9%        |                   | 2<br>1.6%        | 8<br>1.0%         |                   | 1<br>5.0%        |                 |
| Not At All Important  | 14<br>1.4%        | 8<br>1.6%       | 6<br>1.2%         |                      | 2<br>1.0%           | 1<br>0.4%          | 2<br>1.3%        | 6<br>4.5%<br>aeF  | 3<br>2.5%        | 14<br>1.7%        |                   |                  |                 |
| Don't know  | 11<br>1.1%        | 5<br>1.0%       | 6<br>1.2%         | 4<br>2.4%            |                     | 1<br>0.4%          | 1<br>0.6%        | 1<br>0.7%         | 4<br>3.3%<br>f   | 9<br>1.1%         | 2<br>1.6%         |                  |                 |
| Mean  | 7.66<br>HB        | 7.43            | 7.89<br>AB AeFGHI | 8.17<br>H            | 7.83<br>H           | 7.66<br>H          | 7.48             | 7.14              | 7.53             | 7.55              | 8.28<br>AJ        | 8.10             | 8.20            |
| Base  | 989               | 482             | 507               | 164                  | 194                 | 223                | 155              | 133               | 118              | 829               | 125               | 20               | 25              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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Upper case letters indicate significance at the 95% level.  
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|  | GENDER            |                  |                   | AGE GROUP       |                |                   |             |                  |                    | ETHNIC IDENTITY   |             |            |            |
|--|-------------------|------------------|-------------------|-----------------|----------------|-------------------|-------------|------------------|--------------------|-------------------|-------------|------------|------------|
|  | TOTAL             | MALE             | FEMALE            | 18-24           | 25-34          | 35-44             | 45-54       | 55-64            | 65+                | CAUC              | AA          | HISP       | OTHER      |
|  | (A)               | (B)              | (C)               | (D)             | (E)            | (F)               | (G)         | (H)              | (I)                | (J)               | (K)         | (L)        | (M)        |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand |                   |                  |                   |                 |                |                   |             |                  |                    |                   |             |            |            |
| Very Important   | 223<br>22.3%<br>e | 101<br>20.7%     | 122<br>23.8%      | 38<br>22.6%     | 33<br>17.0%    | 46<br>20.5%       | 34<br>21.8% | 34<br>25.4%<br>e | 37<br>30.3%<br>aEF | 185<br>22.1%      | 29<br>22.8% | 5<br>25.0% | 9<br>36.0% |
| 9  | 150<br>15.0%      | 72<br>14.8%      | 78<br>15.2%       | 23<br>13.7%     | 25<br>12.9%    | 44<br>19.6%<br>eh | 24<br>15.4% | 17<br>12.7%      | 17<br>13.9%        | 126<br>15.0%      | 19<br>15.0% | 3<br>15.0% | 4<br>16.0% |
| 8  | 208<br>20.8%<br>M | 90<br>18.5%      | 118<br>23.0%<br>b | 28<br>16.7%     | 43<br>22.2%    | 43<br>19.2%       | 35<br>22.4% | 31<br>23.1%      | 28<br>23.0%        | 181<br>21.6%<br>M | 22<br>17.3% | 5<br>25.0% | 2<br>8.0%  |
| 7  | 135<br>13.5%      | 57<br>11.7%      | 78<br>15.2%       | 26<br>15.5%     | 31<br>16.0%    | 30<br>13.4%       | 17<br>10.9% | 19<br>14.2%      | 12<br>9.8%         | 109<br>13.0%      | 21<br>16.5% | 3<br>15.0% | 3<br>12.0% |
| 6  | 89<br>8.9%<br>Kc  | 57<br>11.7%<br>C | 32<br>6.2%        | 10<br>6.0%      | 19<br>9.8%     | 22<br>9.8%        | 17<br>10.9% | 11<br>8.2%       | 10<br>8.2%         | 84<br>10.0%<br>K  | 4<br>3.1%   |            | 2<br>8.0%  |
| 5  | 71<br>7.1%<br>I   | 42<br>8.6%<br>c  | 29<br>5.7%        | 15<br>8.9%<br>I | 14<br>7.2%     | 21<br>9.4%<br>I   | 9<br>5.8%   | 7<br>5.2%        | 4<br>3.3%          | 57<br>6.8%        | 11<br>8.7%  | 2<br>10.0% | 2<br>8.0%  |
| 4  | 38<br>3.8%        | 17<br>3.5%       | 21<br>4.1%        | 7<br>4.2%       | 9<br>4.6%      | 7<br>3.1%         | 5<br>3.2%   | 6<br>4.5%        | 4<br>3.3%          | 32<br>3.8%        | 5<br>3.9%   |            | 1<br>4.0%  |
| 3  | 25<br>2.5%        | 17<br>3.5%<br>c  | 8<br>1.6%         | 8<br>4.8%<br>fg | 4<br>2.1%      | 3<br>1.3%         | 2<br>1.3%   | 4<br>3.0%        | 4<br>3.3%          | 17<br>2.0%        | 4<br>3.1%   | 1<br>5.0%  | 1<br>4.0%  |
| 2  | 26<br>2.6%        | 14<br>2.9%       | 12<br>2.3%        | 5<br>3.0%       | 9<br>4.6%<br>h | 5<br>2.2%         | 3<br>1.9%   | 2<br>1.5%        | 2<br>1.6%          | 19<br>2.3%        | 6<br>4.7%   | 1<br>5.0%  |            |
| Not At All Important   | 22<br>2.2%        | 13<br>2.7%       | 9<br>1.8%         | 3<br>1.8%       | 5<br>2.6%      | 3<br>1.3%         | 6<br>3.8%   | 3<br>2.2%        | 2<br>1.6%          | 18<br>2.1%        | 3<br>2.4%   |            | 1<br>4.0%  |
| Don't know   | 13<br>1.3%        | 7<br>1.4%        | 6<br>1.2%         | 5<br>3.0%       | 2<br>1.0%      |                   | 4<br>2.6%   |                  | 2<br>1.6%          | 10<br>1.2%        | 3<br>2.4%   |            |            |
| Mean   | 7.48<br>e         | 7.27             | 7.67<br>B         | 7.32            | 7.14           | 7.58<br>E         | 7.50        | 7.60<br>e        | 7.88<br>aDE        | 7.51              | 7.34        | 7.65       | 7.72       |
| Base   | 987               | 480              | 507               | 163             | 192            | 224               | 152         | 134              | 120                | 828               | 124         | 20         | 25         |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|                      | AREA OF LEXINGTON |            |              |            |           |           | YEARS LIVING IN LEXINGTON |            |            |       |            |
|----------------------|-------------------|------------|--------------|------------|-----------|-----------|---------------------------|------------|------------|-------|------------|
|                      | TOTAL             | NORTH      | DNTOWN       | WEST       | SOUTH     | EAST      | < 10                      | 10-19      | 20-29      | 30-39 | 40+        |
|                      | (A)               | (B)        | (C)          | (D)        | (E)       | (F)       | (G)                       | (H)        | (I)        | (J)   | (K)        |
| Base                 | 1000              | 73         | 109          | 274        | 354       | 190       | 217                       | 214        | 243        | 141   | 185        |
| A vibrant downtown   |                   |            |              |            |           |           |                           |            |            |       |            |
| Very Important       | 413               | 36         | 55           | 100        | 142       | 80        | 96                        | 93         | 110        | 54    | 60         |
|                      | 41.3%<br>K        | 49.3%<br>D | 50.5%<br>aDe | 36.5%      | 40.1%     | 42.1%     | 44.2%<br>K                | 43.5%<br>K | 45.3%<br>K | 38.3% | 32.4%      |
| 9                    | 176               | 10         | 19           | 42         | 70        | 35        | 43                        | 34         | 41         | 22    | 36         |
|                      | 17.6%             | 13.7%      | 17.4%        | 15.3%      | 19.8%     | 18.4%     | 19.8%                     | 15.9%      | 16.9%      | 15.6% | 19.5%      |
| 8                    | 163               | 11         | 12           | 55         | 54        | 31        | 30                        | 40         | 33         | 28    | 32         |
|                      | 16.3%             | 15.1%      | 11.0%        | 20.1%<br>C | 15.3%     | 16.3%     | 13.8%                     | 18.7%      | 13.6%      | 19.9% | 17.3%      |
| 7                    | 107               | 9          | 10           | 30         | 36        | 22        | 23                        | 24         | 23         | 13    | 24         |
|                      | 10.7%             | 12.3%      | 9.2%         | 10.9%      | 10.2%     | 11.6%     | 10.6%                     | 11.2%      | 9.5%       | 9.2%  | 13.0%      |
| 6                    | 40                | 1          | 4            | 12         | 16        | 7         | 7                         | 7          | 8          | 8     | 10         |
|                      | 4.0%<br>b         | 1.4%       | 3.7%         | 4.4%       | 4.5%<br>b | 3.7%      | 3.2%                      | 3.3%       | 3.3%       | 5.7%  | 5.4%       |
| 5                    | 40                | 1          | 4            | 15         | 16        | 4         | 7                         | 9          | 10         | 8     | 6          |
|                      | 4.0%<br>b         | 1.4%       | 3.7%         | 5.5%<br>Bf | 4.5%<br>b | 2.1%      | 3.2%                      | 4.2%       | 4.1%       | 5.7%  | 3.2%       |
| 4                    | 18                |            | 1            | 6          | 7         | 4         | 4                         | 4          | 4          | 2     | 4          |
|                      | 1.8%              |            | 0.9%         | 2.2%       | 2.0%      | 2.1%      | 1.8%                      | 1.9%       | 1.6%       | 1.4%  | 2.2%       |
| 3                    | 10                | 1          | 1            | 4          | 2         | 2         | 4                         |            | 4          | 1     | 1          |
|                      | 1.0%              | 1.4%       | 0.9%         | 1.5%       | 0.6%      | 1.1%      | 1.8%                      |            | 1.6%       | 0.7%  | 0.5%       |
| 2                    | 15                |            | 1            | 5          | 5         | 4         | 1                         | 1          | 5          | 2     | 6          |
|                      | 1.5%<br>gh        |            | 0.9%         | 1.8%       | 1.4%      | 2.1%      | 0.5%                      | 0.5%       | 2.1%       | 1.4%  | 3.2%<br>GH |
| Not At All Important | 15                | 2          | 2            | 5          | 5         | 1         | 1                         | 2          | 4          | 3     | 5          |
|                      | 1.5%<br>g         | 2.7%       | 1.8%         | 1.8%       | 1.4%      | 0.5%      | 0.5%                      | 0.9%       | 1.6%       | 2.1%  | 2.7%<br>g  |
| Don't know           | 3                 | 2          |              |            | 1         |           | 1                         |            | 1          |       | 1          |
|                      | 0.3%              | 2.7%       |              |            | 0.3%      |           | 0.5%                      |            | 0.4%       |       | 0.5%       |
| Mean                 | 8.38<br>Kd        | 8.69<br>D  | 8.64<br>D    | 8.12       | 8.38      | 8.47<br>d | 8.59<br>jK                | 8.56<br>K  | 8.40<br>k  | 8.22  | 8.01       |
| Base                 | 997               | 71         | 109          | 274        | 353       | 190       | 216                       | 214        | 242        | 141   | 184        |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | AREA OF LEXINGTON |                    |                      |                 |                   |                  | YEARS LIVING IN LEXINGTON |                |                    |                     |                |
|---|-------------------|--------------------|----------------------|-----------------|-------------------|------------------|---------------------------|----------------|--------------------|---------------------|----------------|
|   | TOTAL             | NORTH              | DNTOWN               | WEST            | SOUTH             | EAST             | < 10                      | 10-19          | 20-29              | 30-39               | 40+            |
|   | (A)               | (B)                | (C)                  | (D)             | (E)               | (F)              | (G)                       | (H)            | (I)                | (J)                 | (K)            |
| A greater diversity of cultural events that will appeal to many types of different people |                   |                    |                      |                 |                   |                  |                           |                |                    |                     |                |
| Very Important  | 251<br>25.1%      | 16<br>21.9%        | 39<br>35.8%<br>ABDEF | 64<br>23.4%     | 88<br>24.9%       | 44<br>23.2%      | 49<br>22.6%               | 56<br>26.2%    | 74<br>30.5%<br>gJK | 32<br>22.7%         | 40<br>21.6%    |
| 9   | 157<br>15.7%<br>k | 17<br>23.3%        | 15<br>13.8%          | 43<br>15.7%     | 55<br>15.5%       | 27<br>14.2%      | 45<br>20.7%<br>aiK        | 35<br>16.4%    | 34<br>14.0%        | 22<br>15.6%         | 21<br>11.4%    |
| 8   | 220<br>22.0%      | 14<br>19.2%        | 24<br>22.0%          | 61<br>22.3%     | 73<br>20.6%       | 48<br>25.3%      | 53<br>24.4%               | 50<br>23.4%    | 46<br>18.9%        | 26<br>18.4%         | 45<br>24.3%    |
| 7   | 132<br>13.2%      | 15<br>20.5%<br>CdF | 10<br>9.2%           | 33<br>12.0%     | 56<br>15.8%<br>CF | 18<br>9.5%       | 26<br>12.0%               | 24<br>11.2%    | 27<br>11.1%        | 28<br>19.9%<br>aGHI | 27<br>14.6%    |
| 6   | 67<br>6.7%<br>b   | 2<br>2.7%          | 7<br>6.4%            | 23<br>8.4%<br>B | 20<br>5.6%        | 15<br>7.9%<br>b  | 18<br>8.3%<br>k           | 16<br>7.5%     | 17<br>7.0%         | 8<br>5.7%           | 8<br>4.3%      |
| 5   | 83<br>8.3%<br>B   | 2<br>2.7%          | 8<br>7.3%            | 21<br>7.7%<br>B | 36<br>10.2%<br>B  | 16<br>8.4%<br>B  | 15<br>6.9%                | 16<br>7.5%     | 22<br>9.1%         | 10<br>7.1%          | 20<br>10.8%    |
| 4   | 35<br>3.5%        | 2<br>2.7%          | 2<br>1.8%            | 11<br>4.0%      | 9<br>2.5%         | 11<br>5.8%<br>ce | 5<br>2.3%                 | 8<br>3.7%      | 9<br>3.7%          | 3<br>2.1%           | 10<br>5.4%     |
| 3   | 11<br>1.1%        |                    | 1<br>0.9%            | 4<br>1.5%       | 5<br>1.4%         | 1<br>0.5%        | 2<br>0.9%                 | 1<br>0.5%      | 4<br>1.6%          | 3<br>2.1%           | 1<br>0.5%      |
| 2   | 14<br>1.4%        |                    |                      | 5<br>1.8%       | 4<br>1.1%         | 5<br>2.6%        | 2<br>0.9%                 | 1<br>0.5%      | 5<br>2.1%          | 3<br>2.1%           | 3<br>1.6%      |
| Not At All Important  | 21<br>2.1%<br>G   | 1<br>1.4%          | 2<br>1.8%            | 8<br>2.9%       | 7<br>2.0%         | 3<br>1.6%        | 1<br>0.5%                 | 5<br>2.3%<br>g | 4<br>1.6%          | 5<br>3.5%<br>g      | 6<br>3.2%<br>G |
| Don't know  | 9<br>0.9%         | 4<br>5.5%<br>ade   | 1<br>0.9%            | 1<br>0.4%       | 1<br>0.3%         | 2<br>1.1%        | 1<br>0.5%                 | 2<br>0.9%      | 1<br>0.4%          | 1<br>0.7%           | 4<br>2.2%      |
| Mean  | 7.72<br>k         | 8.13<br>df         | 8.17<br>ADEF         | 7.56            | 7.70              | 7.57             | 7.94<br>jK                | 7.83<br>k      | 7.76               | 7.51                | 7.41           |
| Base  | 991               | 69                 | 108                  | 273             | 353               | 188              | 216                       | 212            | 242                | 140                 | 181            |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | AREA OF LEXINGTON |             |             |             |             |             | YEARS LIVING IN LEXINGTON |             |             |             |             |
|---|-------------------|-------------|-------------|-------------|-------------|-------------|---------------------------|-------------|-------------|-------------|-------------|
|   | TOTAL             | NORTH       | DNTOWN      | WEST        | SOUTH       | EAST        | < 10                      | 10-19       | 20-29       | 30-39       | 40+         |
|   | (A)               | (B)         | (C)         | (D)         | (E)         | (F)         | (G)                       | (H)         | (I)         | (J)         | (K)         |
| Attracting visitors and encouraging tourism |                   |             |             |             |             |             |                           |             |             |             |             |
| Very Important                              | 218<br>21.8%      | 16<br>21.9% | 19<br>17.4% | 60<br>21.9% | 79<br>22.3% | 44<br>23.2% | 44<br>20.3%               | 50<br>23.4% | 50<br>20.6% | 33<br>23.4% | 41<br>22.2% |
| 9   | 134<br>13.4%      | 10<br>13.7% | 12<br>11.0% | 38<br>13.9% | 46<br>13.0% | 28<br>14.7% | 23<br>10.6%               | 28<br>13.1% | 42<br>17.3% | 14<br>9.9%  | 27<br>14.6% |
|   |                   |             |             |             |             |             |                           |             | GJ          |             |             |
| 8   | 263<br>26.3%      | 18<br>24.7% | 27<br>24.8% | 78<br>28.5% | 96<br>27.1% | 44<br>23.2% | 67<br>30.9%               | 54<br>25.2% | 47<br>19.3% | 41<br>29.1% | 54<br>29.2% |
|   | I                 |             |             |             |             |             | I                         |             |             | I           | I           |
| 7   | 176<br>17.6%      | 15<br>20.5% | 20<br>18.3% | 41<br>15.0% | 67<br>18.9% | 33<br>17.4% | 34<br>15.7%               | 35<br>16.4% | 48<br>19.8% | 30<br>21.3% | 29<br>15.7% |
| 6   | 63<br>6.3%        | 1<br>1.4%   | 8<br>7.3%   | 23<br>8.4%  | 16<br>4.5%  | 15<br>7.9%  | 15<br>6.9%                | 18<br>8.4%  | 11<br>4.5%  | 8<br>5.7%   | 11<br>5.9%  |
|   | B                 |             | B           | Be          | b           | B           |                           | i           |             |             |             |
| 5   | 85<br>8.5%        | 7<br>9.6%   | 11<br>10.1% | 20<br>7.3%  | 36<br>10.2% | 11<br>5.8%  | 20<br>9.2%                | 21<br>9.8%  | 25<br>10.3% | 7<br>5.0%   | 12<br>6.5%  |
|   | j                 |             |             |             | f           |             |                           | j           | J           |             |             |
| 4   | 14<br>1.4%        |             | 3<br>2.8%   | 5<br>1.8%   | 3<br>0.8%   | 3<br>1.6%   | 2<br>0.9%                 | 2<br>0.9%   | 5<br>2.1%   | 2<br>1.4%   | 3<br>1.6%   |
| 3   | 9<br>0.9%         | 3<br>4.1%   | 1<br>0.9%   | 1<br>0.4%   | 1<br>0.3%   | 3<br>1.6%   | 5<br>2.3%                 | 1<br>0.5%   | 3<br>1.2%   |             |             |
| 2   | 10<br>1.0%        |             | 3<br>2.8%   | 2<br>0.7%   | 1<br>0.3%   | 4<br>2.1%   | 3<br>1.4%                 |             | 1<br>0.4%   | 3<br>2.1%   | 3<br>1.6%   |
|   | e                 |             |             |             |             | e           |                           |             |             |             |             |
| Not At All Important                        | 20<br>2.0%        |             | 5<br>4.6%   | 5<br>1.8%   | 7<br>2.0%   | 3<br>1.6%   | 2<br>0.9%                 | 4<br>1.9%   | 8<br>3.3%   | 3<br>2.1%   | 3<br>1.6%   |
|   |                   |             |             |             |             |             |                           |             | g           |             |             |
| Don't know                                  | 8<br>0.8%         | 3<br>4.1%   |             | 1<br>0.4%   | 2<br>0.6%   | 2<br>1.1%   | 2<br>0.9%                 | 1<br>0.5%   | 3<br>1.2%   |             | 2<br>1.1%   |
| Mean  | 7.71<br>C         | 7.84<br>C   | 7.18        | 7.78<br>C   | 7.79<br>C   | 7.72<br>C   | 7.64                      | 7.78        | 7.58        | 7.76        | 7.84        |
| Base  | 992               | 70          | 109         | 273         | 352         | 188         | 215                       | 213         | 240         | 141         | 183         |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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|   | AREA OF LEXINGTON |             |                  |                  |                   |                   | YEARS LIVING IN LEXINGTON |                  |                   |                  |                   |
|---|-------------------|-------------|------------------|------------------|-------------------|-------------------|---------------------------|------------------|-------------------|------------------|-------------------|
|   | TOTAL             | NORTH       | DNTOWN           | WEST             | SOUTH             | EAST              | < 10                      | 10-19            | 20-29             | 30-39            | 40+               |
|   | (A)               | (B)         | (C)              | (D)              | (E)               | (F)               | (G)                       | (H)              | (I)               | (J)              | (K)               |
| Performing arts facilities and public art |                   |             |                  |                  |                   |                   |                           |                  |                   |                  |                   |
| Very Important                            | 203<br>20.3%      | 17<br>23.3% | 29<br>26.6%<br>f | 54<br>19.7%      | 69<br>19.5%       | 34<br>17.9%       | 42<br>19.4%               | 48<br>22.4%      | 58<br>23.9%<br>jk | 23<br>16.3%      | 32<br>17.3%       |
| 9   | 146<br>14.6%<br>h | 10<br>13.7% | 12<br>11.0%      | 39<br>14.2%      | 64<br>18.1%<br>cF | 21<br>11.1%       | 37<br>17.1%<br>H          | 22<br>10.3%      | 40<br>16.5%<br>h  | 21<br>14.9%      | 26<br>14.1%       |
| 8   | 266<br>26.6%      | 19<br>26.0% | 24<br>22.0%      | 74<br>27.0%      | 98<br>27.7%       | 51<br>26.8%       | 54<br>24.9%               | 54<br>25.2%      | 53<br>21.8%       | 45<br>31.9%<br>I | 60<br>32.4%<br>gI |
| 7   | 164<br>16.4%<br>k | 15<br>20.5% | 21<br>19.3%      | 49<br>17.9%<br>e | 46<br>13.0%       | 33<br>17.4%       | 35<br>16.1%               | 37<br>17.3%<br>k | 46<br>18.9%<br>K  | 25<br>17.7%      | 21<br>11.4%       |
| 6   | 69<br>6.9%<br>j   | 6<br>8.2%   | 8<br>7.3%        | 22<br>8.0%       | 17<br>4.8%        | 16<br>8.4%        | 25<br>11.5%<br>AIJK       | 16<br>7.5%<br>j  | 12<br>4.9%        | 5<br>3.5%        | 11<br>5.9%        |
| 5   | 82<br>8.2%<br>BD  | 2<br>2.7%   | 9<br>8.3%<br>b   | 13<br>4.7%       | 39<br>11.0%<br>BD | 19<br>10.0%<br>BD | 12<br>5.5%                | 22<br>10.3%<br>g | 17<br>7.0%        | 10<br>7.1%       | 21<br>11.4%<br>G  |
| 4   | 23<br>2.3%<br>F   |             | 3<br>2.8%        | 11<br>4.0%<br>F  | 8<br>2.3%<br>f    | 1<br>0.5%         | 3<br>1.4%                 | 4<br>1.9%        | 9<br>3.7%         | 4<br>2.8%        | 3<br>1.6%         |
| 3   | 14<br>1.4%        | 1<br>1.4%   | 1<br>0.9%        | 4<br>1.5%        | 4<br>1.1%         | 4<br>2.1%         | 2<br>0.9%                 | 5<br>2.3%        | 2<br>0.8%         | 3<br>2.1%        | 2<br>1.1%         |
| 2   | 9<br>0.9%         |             | 1<br>0.9%        | 1<br>0.4%        | 5<br>1.4%         | 2<br>1.1%         | 5<br>2.3%<br>i            | 2<br>0.9%        | 1<br>0.4%         | 1<br>0.7%        |                   |
| Not At All Important                      | 16<br>1.6%<br>ge  | 1<br>1.4%   | 1<br>0.9%        | 5<br>1.8%        | 2<br>0.6%         | 7<br>3.7%<br>cE   | 1<br>0.5%                 | 3<br>1.4%        | 3<br>1.2%         | 3<br>2.1%        | 6<br>3.2%<br>G    |
| Don't know                                | 8<br>0.8%         | 2<br>2.7%   |                  | 2<br>0.7%        | 2<br>0.6%         | 2<br>1.1%         | 1<br>0.5%                 | 1<br>0.5%        | 2<br>0.8%         | 1<br>0.7%        | 3<br>1.6%         |
| Mean                                      | 7.67<br>f         | 7.99<br>F   | 7.78             | 7.67             | 7.74<br>F         | 7.37              | 7.73                      | 7.57             | 7.84              | 7.60             | 7.56              |
| Base                                      | 992               | 71          | 109              | 272              | 352               | 188               | 216                       | 213              | 241               | 140              | 182               |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | AREA OF LEXINGTON |             |                     |                  |                    |                  | YEARS LIVING IN LEXINGTON |             |                  |                  |                  |
|---|-------------------|-------------|---------------------|------------------|--------------------|------------------|---------------------------|-------------|------------------|------------------|------------------|
|   | TOTAL             | NORTH       | DNTOWN              | WEST             | SOUTH              | EAST             | < 10                      | 10-19       | 20-29            | 30-39            | 40+              |
|   | (A)               | (B)         | (C)                 | (D)              | (E)                | (F)              | (G)                       | (H)         | (I)              | (J)              | (K)              |
| A district in the community where a variety of arts and entertainment facilities would be located |                   |             |                     |                  |                    |                  |                           |             |                  |                  |                  |
| Very Important  | 212<br>21.2%      | 18<br>24.7% | 33<br>30.3%<br>AdeF | 56<br>20.4%      | 68<br>19.2%        | 37<br>19.5%      | 44<br>20.3%               | 46<br>21.5% | 62<br>25.5%<br>k | 27<br>19.1%      | 33<br>17.8%      |
| 9   | 161<br>16.1%      | 13<br>17.8% | 18<br>16.5%         | 34<br>12.4%      | 65<br>18.4%<br>D   | 31<br>16.3%      | 39<br>18.0%               | 35<br>16.4% | 42<br>17.3%      | 20<br>14.2%      | 25<br>13.5%      |
| 8   | 244<br>24.4%<br>i | 17<br>23.3% | 22<br>20.2%         | 77<br>28.1%<br>c | 80<br>22.6%        | 48<br>25.3%      | 55<br>25.3%<br>i          | 50<br>23.4% | 46<br>18.9%      | 41<br>29.1%<br>I | 52<br>28.1%<br>I |
| 7   | 136<br>13.6%      | 13<br>17.8% | 13<br>11.9%         | 40<br>14.6%      | 50<br>14.1%        | 20<br>10.5%      | 29<br>13.4%               | 29<br>13.6% | 40<br>16.5%      | 17<br>12.1%      | 21<br>11.4%      |
| 6   | 81<br>8.1%        | 3<br>4.1%   | 9<br>8.3%           | 25<br>9.1%<br>b  | 25<br>7.1%         | 19<br>10.0%<br>b | 20<br>9.2%                | 16<br>7.5%  | 18<br>7.4%       | 11<br>7.8%       | 16<br>8.6%       |
| 5   | 80<br>8.0%<br>B   | 2<br>2.7%   | 6<br>5.5%           | 17<br>6.2%       | 36<br>10.2%<br>Bcd | 19<br>10.0%<br>B | 15<br>6.9%                | 23<br>10.7% | 16<br>6.6%       | 12<br>8.5%       | 14<br>7.6%       |
| 4   | 33<br>3.3%        | 3<br>4.1%   | 6<br>5.5%           | 11<br>4.0%       | 9<br>2.5%          | 4<br>2.1%        | 6<br>2.8%                 | 8<br>3.7%   | 10<br>4.1%       | 4<br>2.8%        | 5<br>2.7%        |
| 3   | 19<br>1.9%<br>H   |             |                     | 7<br>2.6%        | 6<br>1.7%          | 6<br>3.2%        | 4<br>1.8%                 | 1<br>0.5%   | 2<br>0.8%        | 4<br>2.8%        | 8<br>4.3%<br>HI  |
| 2   | 9<br>0.9%         |             |                     | 1<br>0.4%        | 6<br>1.7%<br>d     | 2<br>1.1%        | 2<br>0.9%                 | 3<br>1.4%   | 2<br>0.8%        | 1<br>0.7%        | 1<br>0.5%        |
| Not At All Important  | 14<br>1.4%        | 1<br>1.4%   |                     | 6<br>2.2%        | 4<br>1.1%          | 3<br>1.6%        | 2<br>0.9%                 | 1<br>0.5%   | 2<br>0.8%        | 4<br>2.8%        | 5<br>2.7%<br>h   |
| Don't know  | 11<br>1.1%        | 3<br>4.1%   | 2<br>1.8%           |                  | 5<br>1.4%          | 1<br>0.5%        | 1<br>0.5%                 | 2<br>0.9%   | 3<br>1.2%        |                  | 5<br>2.7%<br>g   |
| Mean  | 7.66              | 8.07<br>def | 8.10<br>ADEF        | 7.55             | 7.61               | 7.53             | 7.74                      | 7.69        | 7.86<br>jK       | 7.50             | 7.42             |
| Base  | 989               | 70          | 107                 | 274              | 349                | 189              | 216                       | 212         | 240              | 141              | 180              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|  | AREA OF LEXINGTON |                   |                    |                  |                  |                   | YEARS LIVING IN LEXINGTON |                  |                 |                  |                  |
|--|-------------------|-------------------|--------------------|------------------|------------------|-------------------|---------------------------|------------------|-----------------|------------------|------------------|
|  | TOTAL             | NORTH             | DNTOWN             | WEST             | SOUTH            | EAST              | < 10                      | 10-19            | 20-29           | 30-39            | 40+              |
|  | (A)               | (B)               | (C)                | (D)              | (E)              | (F)               | (G)                       | (H)              | (I)             | (J)              | (K)              |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand |                   |                   |                    |                  |                  |                   |                           |                  |                 |                  |                  |
| Very Important   | 223<br>22.3%      | 12<br>16.4%       | 24<br>22.0%        | 66<br>24.1%      | 78<br>22.0%      | 43<br>22.6%       | 46<br>21.2%               | 49<br>22.9%      | 50<br>20.6%     | 33<br>23.4%      | 45<br>24.3%      |
| 9  | 150<br>15.0%      | 16<br>21.9%<br>cd | 13<br>11.9%        | 33<br>12.0%      | 52<br>14.7%      | 36<br>18.9%<br>cD | 34<br>15.7%               | 24<br>11.2%      | 35<br>14.4%     | 26<br>18.4%<br>h | 31<br>16.8%      |
| 8  | 208<br>20.8%<br>F | 17<br>23.3%       | 21<br>19.3%        | 60<br>21.9%<br>F | 82<br>23.2%<br>F | 28<br>14.7%       | 38<br>17.5%               | 47<br>22.0%      | 49<br>20.2%     | 27<br>19.1%      | 47<br>25.4%<br>g |
| 7  | 135<br>13.5%      | 11<br>15.1%       | 15<br>13.8%        | 34<br>12.4%      | 48<br>13.6%      | 27<br>14.2%       | 32<br>14.7%               | 28<br>13.1%      | 36<br>14.8%     | 20<br>14.2%      | 19<br>10.3%      |
| 6  | 89<br>8.9%        | 4<br>5.5%         | 11<br>10.1%        | 29<br>10.6%<br>e | 24<br>6.8%       | 21<br>11.1%       | 19<br>8.8%                | 21<br>9.8%       | 18<br>7.4%      | 13<br>9.2%       | 18<br>9.7%       |
| 5  | 71<br>7.1%<br>C   | 4<br>5.5%         | 3<br>2.8%          | 20<br>7.3%<br>C  | 32<br>9.0%<br>C  | 12<br>6.3%        | 16<br>7.4%                | 21<br>9.8%<br>JK | 20<br>8.2%<br>k | 6<br>4.3%        | 8<br>4.3%        |
| 4  | 38<br>3.8%        | 2<br>2.7%         | 5<br>4.6%          | 12<br>4.4%       | 12<br>3.4%       | 7<br>3.7%         | 5<br>2.3%                 | 11<br>5.1%       | 12<br>4.9%      | 3<br>2.1%        | 7<br>3.8%        |
| 3  | 25<br>2.5%<br>h   | 2<br>2.7%         | 4<br>3.7%          | 7<br>2.6%        | 9<br>2.5%        | 3<br>1.6%         | 8<br>3.7%<br>h            | 2<br>0.9%        | 9<br>3.7%<br>H  | 3<br>2.1%        | 3<br>1.6%        |
| 2  | 26<br>2.6%        | 1<br>1.4%         | 8<br>7.3%<br>aBdEf | 6<br>2.2%        | 6<br>1.7%        | 5<br>2.6%         | 9<br>4.1%                 | 6<br>2.8%        | 5<br>2.1%       | 2<br>1.4%        | 4<br>2.2%        |
| Not At All Important   | 22<br>2.2%        | 1<br>1.4%         | 4<br>3.7%          | 6<br>2.2%        | 8<br>2.3%        | 3<br>1.6%         | 4<br>1.8%                 | 2<br>0.9%        | 7<br>2.9%       | 7<br>5.0%<br>HK  | 2<br>1.1%        |
| Don't know   | 13<br>1.3%<br>d   | 3<br>4.1%         | 1<br>0.9%          | 1<br>0.4%        | 3<br>0.8%        | 5<br>2.6%<br>d    | 6<br>2.8%<br>k            | 3<br>1.4%        | 2<br>0.8%       | 1<br>0.7%        | 1<br>0.5%        |
| Mean   | 7.48<br>c         | 7.69<br>c         | 7.06               | 7.46             | 7.52<br>c        | 7.58<br>c         | 7.36                      | 7.45             | 7.30            | 7.57             | 7.79<br>agI      |
| Base   | 987               | 70                | 108                | 273              | 351              | 185               | 211                       | 211              | 241             | 140              | 184              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q7G. Of all of the items just rated, which one stands out as being most important?

|   | GENDER             |                   |                   | AGE GROUP         |                   |                  |                   |                   |                    | ETHNIC IDENTITY   |                    |                 |                  |
|---|--------------------|-------------------|-------------------|-------------------|-------------------|------------------|-------------------|-------------------|--------------------|-------------------|--------------------|-----------------|------------------|
|   | TOTAL              | MALE              | FEMALE            | 18-24             | 25-34             | 35-44            | 45-54             | 55-64             | 65+                | CAUC              | AA                 | HISP            | OTHER            |
|   | (A)                | (B)               | (C)               | (D)               | (E)               | (F)              | (G)               | (H)               | (I)                | (J)               | (K)                | (L)             | (M)              |
| Base  | 1000               | 487               | 513               | 168               | 194               | 224              | 156               | 134               | 122                | 838               | 127                | 20              | 25               |
| A vibrant downtown  | 389<br>38.9%<br>I  | 189<br>38.8%<br>I | 200<br>39.0%<br>I | 75<br>44.6%<br>HI | 85<br>43.8%<br>HI | 87<br>38.8%<br>I | 63<br>40.4%<br>I  | 45<br>33.6%<br>I  | 34<br>27.9%<br>I   | 332<br>39.6%<br>I | 47<br>37.0%<br>I   | 5<br>25.0%<br>I | 10<br>40.0%<br>I |
| A greater diversity of cultural events that will appeal to many types of different people         | 156<br>15.6%<br>I  | 80<br>16.4%<br>I  | 76<br>14.8%<br>I  | 28<br>16.7%<br>i  | 38<br>19.6%<br>I  | 35<br>15.6%<br>I | 23<br>14.7%<br>I  | 19<br>14.2%<br>I  | 12<br>9.8%<br>I    | 116<br>13.8%<br>I | 31<br>24.4%<br>AJ  | 3<br>15.0%<br>I | 6<br>24.0%<br>I  |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand                  | 126<br>12.6%<br>KD | 66<br>13.6%<br>I  | 60<br>11.7%<br>I  | 12<br>7.1%<br>I   | 19<br>9.8%<br>I   | 32<br>14.3%<br>D | 19<br>12.2%<br>D  | 21<br>15.7%<br>D  | 23<br>18.9%<br>aDE | 114<br>13.6%<br>K | 8<br>6.3%<br>I     | 3<br>15.0%<br>I | 4<br>16.0%<br>I  |
| Attracting visitors and encouraging tourism   | 111<br>11.1%<br>I  | 50<br>10.3%<br>I  | 61<br>11.9%<br>I  | 15<br>8.9%<br>I   | 20<br>10.3%<br>I  | 29<br>12.9%<br>I | 19<br>12.2%<br>I  | 13<br>9.7%<br>I   | 15<br>12.3%<br>I   | 96<br>11.5%<br>I  | 11<br>8.7%<br>I    | 3<br>15.0%<br>I | 3<br>12.0%<br>I  |
| Performing arts facilities and public art   | 109<br>10.9%<br>me | 48<br>9.9%<br>I   | 61<br>11.9%<br>I  | 19<br>11.3%<br>I  | 14<br>7.2%<br>I   | 18<br>8.0%<br>I  | 21<br>13.5%<br>ef | 19<br>14.2%<br>Ef | 18<br>14.8%<br>Ef  | 97<br>11.6%<br>m  | 10<br>7.9%<br>I    | 2<br>10.0%<br>I | 1<br>4.0%<br>I   |
| A district in the community where a variety of arts and entertainment facilities would be located | 89<br>8.9%<br>I    | 46<br>9.4%<br>I   | 43<br>8.4%<br>I   | 16<br>9.5%<br>I   | 16<br>8.2%<br>I   | 22<br>9.8%<br>I  | 10<br>6.4%<br>I   | 11<br>8.2%<br>I   | 14<br>11.5%<br>I   | 64<br>7.6%<br>I   | 20<br>15.7%<br>AJM | 3<br>15.0%<br>I | 1<br>4.0%<br>I   |
| None  | 20<br>2.0%<br>Fg   | 8<br>1.6%<br>I    | 12<br>2.3%<br>I   | 3<br>1.8%<br>I    | 2<br>1.0%<br>I    | 1<br>0.4%<br>I   | 1<br>0.6%<br>I    | 6<br>4.5%<br>eFG  | 6<br>4.9%<br>eFG   | 19<br>2.3%<br>I   |                    | 1<br>5.0%<br>I  |                  |

Q7G. Of all of the items just rated, which one stands out as being most important?

|   | AREA OF LEXINGTON  |                  |                     |                   |                   |                  | YEARS LIVING IN LEXINGTON |                  |                  |                  |                     |
|---|--------------------|------------------|---------------------|-------------------|-------------------|------------------|---------------------------|------------------|------------------|------------------|---------------------|
|   | TOTAL              | NORTH            | DNTOWN              | WEST              | SOUTH             | EAST             | < 10                      | 10-19            | 20-29            | 30-39            | 40+                 |
|   | (A)                | (B)              | (C)                 | (D)               | (E)               | (F)              | (G)                       | (H)              | (I)              | (J)              | (K)                 |
| Base  | 1000               | 73               | 109                 | 274               | 354               | 190              | 217                       | 214              | 243              | 141              | 185                 |
| A vibrant downtown  | 389<br>38.9%<br>I  | 32<br>43.8%<br>I | 44<br>40.4%<br>I    | 105<br>38.3%<br>I | 130<br>36.7%<br>I | 78<br>41.1%<br>I | 87<br>40.1%<br>I          | 92<br>43.0%<br>k | 97<br>39.9%<br>I | 50<br>35.5%<br>I | 63<br>34.1%<br>I    |
| A greater diversity of cultural events that will appeal to many types of different people         | 156<br>15.6%<br>b  | 7<br>9.6%<br>I   | 25<br>22.9%<br>aBDF | 37<br>13.5%<br>I  | 63<br>17.8%<br>B  | 24<br>12.6%<br>I | 31<br>14.3%<br>I          | 34<br>15.9%<br>I | 46<br>18.9%<br>I | 18<br>12.8%<br>I | 27<br>14.6%<br>I    |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand                  | 126<br>12.6%<br>C  | 7<br>9.6%<br>I   | 6<br>5.5%<br>I      | 38<br>13.9%<br>C  | 45<br>12.7%<br>C  | 30<br>15.8%<br>C | 25<br>11.5%<br>I          | 21<br>9.8%<br>I  | 24<br>9.9%<br>I  | 21<br>14.9%<br>I | 35<br>18.9%<br>AGHI |
| Attracting visitors and encouraging tourism   | 111<br>11.1%<br>I  | 6<br>8.2%<br>I   | 11<br>10.1%<br>I    | 30<br>10.9%<br>I  | 41<br>11.6%<br>I  | 23<br>12.1%<br>I | 29<br>13.4%<br>I          | 25<br>11.7%<br>I | 22<br>9.1%<br>I  | 16<br>11.3%<br>I | 19<br>10.3%<br>I    |
| Performing arts facilities and public art   | 109<br>10.9%<br>hf | 9<br>12.3%<br>I  | 10<br>9.2%<br>I     | 33<br>12.0%<br>f  | 44<br>12.4%<br>F  | 13<br>6.8%<br>I  | 27<br>12.4%<br>h          | 16<br>7.5%<br>I  | 25<br>10.3%<br>I | 20<br>14.2%<br>h | 21<br>11.4%<br>I    |
| A district in the community where a variety of arts and entertainment facilities would be located | 89<br>8.9%<br>I    | 9<br>12.3%<br>I  | 12<br>11.0%<br>I    | 27<br>9.9%<br>I   | 23<br>6.5%<br>I   | 18<br>9.5%<br>I  | 15<br>6.9%<br>I           | 20<br>9.3%<br>I  | 25<br>10.3%<br>I | 13<br>9.2%<br>I  | 16<br>8.6%<br>I     |
| None  | 20<br>2.0%<br>I    | 3<br>4.1%<br>I   | 1<br>0.9%<br>I      | 4<br>1.5%<br>I    | 8<br>2.3%<br>I    | 4<br>2.1%<br>I   | 3<br>1.4%<br>I            | 6<br>2.8%<br>I   | 4<br>1.6%<br>I   | 3<br>2.1%<br>I   | 4<br>2.2%<br>I      |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | GENDER |      |        | AGE GROUP |       |       |       |       |      | ETHNIC IDENTITY |      |      |       |
|---|--------|------|--------|-----------|-------|-------|-------|-------|------|-----------------|------|------|-------|
|   | TOTAL  | MALE | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | CAUC            | AA   | HISP | OTHER |
|   | (A)    | (B)  | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)  | (J)             | (K)  | (L)  | (M)   |
| Base  | 1000   | 487  | 513    | 168       | 194   | 224   | 156   | 134   | 122  | 838             | 127  | 20   | 25    |
| SUMMARY OF MEANS  |        |      |        |           |       |       |       |       |      |                 |      |      |       |
| More high wage/high skill jobs  | 8.52   | 8.45 | 8.59   | 8.63      | 8.74  | 8.52  | 8.37  | 8.18  | 8.57 | 8.41            | 9.07 | 9.05 | 9.24  |
|   | H      |      |        | H         | aGH   | h     |       |       | h    |                 | AJ   | j    | AJ    |
| Base  | 994    | 485  | 509    | 166       | 194   | 224   | 156   | 134   | 118  | 832             | 127  | 20   | 25    |
| Working more with universities to generate economic development                             | 8.38   | 8.28 | 8.47   | 8.52      | 8.50  | 8.39  | 8.26  | 8.21  | 8.28 | 8.29            | 8.79 | 9.26 | 8.92  |
|   |        |      | b      |           |       |       |       |       |      |                 | AJ   | AJ   | j     |
| Base  | 988    | 482  | 506    | 163       | 192   | 223   | 156   | 133   | 120  | 829             | 125  | 19   | 25    |
| Continued learning opportunities for adults to engage in lifelong learning                  | 8.25   | 8.02 | 8.47   | 8.31      | 8.30  | 8.14  | 8.26  | 8.16  | 8.37 | 8.18            | 8.72 | 8.45 | 8.08  |
|   | B      |      | AB     |           |       |       |       |       |      |                 | AJm  |      |       |
| Base  | 994    | 484  | 510    | 166       | 192   | 224   | 156   | 134   | 120  | 833             | 126  | 20   | 25    |
| Start-up business opportunities for emerging entrepreneurs                                  | 8.16   | 8.15 | 8.16   | 8.33      | 8.29  | 8.24  | 8.06  | 7.70  | 8.14 | 8.08            | 8.50 | 8.95 | 8.52  |
|   | H      |      |        | H         | H     | H     | h     |       | H    |                 | AJ   | AJ   |       |
| Base  | 991    | 484  | 507    | 165       | 193   | 223   | 156   | 134   | 118  | 830             | 126  | 20   | 25    |
| Efforts designed to support and grow Fayette County's agricultural industry                 | 7.99   | 7.76 | 8.21   | 8.06      | 7.78  | 7.81  | 8.13  | 8.13  | 8.22 | 7.98            | 8.01 | 8.35 | 8.36  |
|   | B      |      | AB     |           |       |       | ef    | e     | EF   |                 |      |      |       |
| Base  | 989    | 480  | 509    | 163       | 191   | 224   | 156   | 133   | 120  | 827             | 127  | 20   | 25    |
| Establishing stronger working relationships with adjacent cities for regional cooperation   | 7.90   | 7.83 | 7.97   | 7.94      | 7.89  | 7.89  | 7.94  | 7.64  | 8.12 | 7.83            | 8.34 | 8.47 | 8.00  |
|   |        |      |        |           |       |       |       |       | H    |                 | AJ   |      |       |
| Base  | 988    | 480  | 508    | 163       | 193   | 223   | 156   | 132   | 120  | 830             | 124  | 19   | 25    |
| Incentives for the business community to partner with government or sponsor public projects | 7.76   | 7.62 | 7.90   | 7.98      | 8.03  | 7.70  | 7.72  | 7.38  | 7.63 | 7.64            | 8.52 | 8.00 | 8.08  |
|   | H      |      | B      | H         | afHi  |       |       |       |      |                 | AJ   |      |       |
| Base  | 990    | 483  | 507    | 164       | 194   | 223   | 156   | 133   | 119  | 830             | 126  | 19   | 25    |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | AREA OF LEXINGTON |       |        |      |       |      | YEARS LIVING IN LEXINGTON |       |       |       |      |
|---|-------------------|-------|--------|------|-------|------|---------------------------|-------|-------|-------|------|
|   | TOTAL             | NORTH | DNTOWN | WEST | SOUTH | EAST | < 10                      | 10-19 | 20-29 | 30-39 | 40+  |
|   | (A)               | (B)   | (C)    | (D)  | (E)   | (F)  | (G)                       | (H)   | (I)   | (J)   | (K)  |
| Base  | 1000              | 73    | 109    | 274  | 354   | 190  | 217                       | 214   | 243   | 141   | 185  |
| <b>SUMMARY OF MEANS</b>   |                   |       |        |      |       |      |                           |       |       |       |      |
| More high wage/high skill jobs  | 8.52              | 8.82  | 8.73   | 8.45 | 8.35  | 8.70 | 8.64                      | 8.44  | 8.64  | 8.38  | 8.41 |
|   | e                 | dE    | E      |      |       | dE   |                           |       |       |       |      |
| Base  | 994               | 71    | 108    | 274  | 352   | 189  | 216                       | 213   | 242   | 141   | 182  |
| Working more with universities to generate economic development                             | 8.38              | 8.57  | 8.39   | 8.29 | 8.32  | 8.52 | 8.60                      | 8.40  | 8.49  | 8.07  | 8.17 |
|   | j                 |       |        |      |       |      | aJK                       | j     | Jk    |       |      |
| Base  | 988               | 72    | 107    | 270  | 352   | 187  | 215                       | 212   | 239   | 140   | 182  |
| Continued learning opportunities for adults to engage in lifelong learning                  | 8.25              | 8.42  | 8.46   | 8.28 | 8.08  | 8.34 | 8.17                      | 8.32  | 8.32  | 8.19  | 8.20 |
|   |                   |       | E      |      |       | e    |                           |       |       |       |      |
| Base  | 994               | 71    | 109    | 273  | 354   | 187  | 215                       | 212   | 242   | 141   | 184  |
| Start-up business opportunities for emerging entrepreneurs                                  | 8.16              | 8.21  | 8.56   | 8.03 | 8.05  | 8.29 | 8.29                      | 8.21  | 8.25  | 8.07  | 7.88 |
|   | K                 |       | ADE    |      |       | d    | K                         | k     | K     |       |      |
| Base  | 991               | 71    | 107    | 272  | 352   | 189  | 215                       | 211   | 243   | 141   | 181  |
| Efforts designed to support and grow Fayette County's agricultural industry                 | 7.99              | 8.33  | 7.82   | 7.98 | 7.99  | 7.97 | 7.90                      | 7.96  | 7.98  | 7.96  | 8.17 |
|   |                   | c     |        |      |       |      |                           |       |       |       |      |
| Base  | 989               | 70    | 108    | 273  | 352   | 186  | 213                       | 210   | 242   | 141   | 183  |
| Establishing stronger working relationships with adjacent cities for regional cooperation   | 7.90              | 8.11  | 7.61   | 8.04 | 7.87  | 7.85 | 7.92                      | 7.83  | 7.86  | 7.79  | 8.10 |
|   |                   | c     |        | C    |       |      |                           |       |       |       |      |
| Base  | 988               | 71    | 107    | 271  | 353   | 186  | 213                       | 212   | 241   | 140   | 182  |
| Incentives for the business community to partner with government or sponsor public projects | 7.76              | 7.99  | 7.89   | 7.65 | 7.67  | 7.94 | 7.97                      | 7.70  | 7.83  | 7.55  | 7.65 |
|   |                   |       |        |      |       |      | J                         |       |       |       |      |
| Base  | 990               | 71    | 108    | 272  | 351   | 188  | 214                       | 213   | 241   | 140   | 182  |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|                                | GENDER            |                   |                   | AGE GROUP   |             |             |                   |                     |                  | ETHNIC IDENTITY   |                   |                   |                 |
|--------------------------------|-------------------|-------------------|-------------------|-------------|-------------|-------------|-------------------|---------------------|------------------|-------------------|-------------------|-------------------|-----------------|
|                                | TOTAL             | MALE              | FEMALE            | 18-24       | 25-34       | 35-44       | 45-54             | 55-64               | 65+              | CAUC              | AA                | HISP              | OTHER           |
|                                | (A)               | (B)               | (C)               | (D)         | (E)         | (F)         | (G)               | (H)                 | (I)              | (J)               | (K)               | (L)               | (M)             |
| Base                           | 1000              | 487               | 513               | 168         | 194         | 224         | 156               | 134                 | 122              | 838               | 127               | 20                | 25              |
| More high wage/high skill jobs |                   |                   |                   |             |             |             |                   |                     |                  |                   |                   |                   |                 |
| Very Important                 | 356<br>35.6%      | 155<br>31.8%      | 201<br>39.2%<br>B | 59<br>35.1% | 75<br>38.7% | 83<br>37.1% | 50<br>32.1%       | 43<br>32.1%         | 45<br>36.9%      | 268<br>32.0%      | 71<br>55.9%<br>AJ | 11<br>55.0%<br>aJ | 12<br>48.0%     |
| 9                              | 206<br>20.6%      | 113<br>23.2%<br>C | 93<br>18.1%       | 42<br>25.0% | 39<br>20.1% | 43<br>19.2% | 32<br>20.5%       | 25<br>18.7%         | 24<br>19.7%      | 172<br>20.5%      | 25<br>19.7%       | 2<br>10.0%        | 8<br>32.0%<br>1 |
| 8                              | 239<br>23.9%<br>K | 118<br>24.2%      | 121<br>23.6%      | 35<br>20.8% | 51<br>26.3% | 53<br>23.7% | 45<br>28.8%<br>di | 31<br>23.1%         | 24<br>19.7%      | 214<br>25.5%<br>K | 17<br>13.4%       | 6<br>30.0%        | 4<br>16.0%      |
| 7                              | 95<br>9.5%<br>k   | 47<br>9.7%        | 48<br>9.4%        | 14<br>8.3%  | 18<br>9.3%  | 24<br>10.7% | 10<br>6.4%        | 14<br>10.4%         | 15<br>12.3%<br>g | 88<br>10.5%<br>K  | 7<br>5.5%         |                   | 1<br>4.0%       |
| 6                              | 41<br>4.1%<br>K   | 24<br>4.9%        | 17<br>3.3%        | 10<br>6.0%  | 6<br>3.1%   | 7<br>3.1%   | 9<br>5.8%         | 5<br>3.7%           | 4<br>3.3%        | 39<br>4.7%<br>K   | 2<br>1.6%         |                   |                 |
| 5                              | 35<br>3.5%<br>K   | 18<br>3.7%        | 17<br>3.3%        | 3<br>1.8%   | 4<br>2.1%   | 9<br>4.0%   | 4<br>2.6%         | 11<br>8.2%<br>aDEGi | 4<br>3.3%        | 33<br>3.9%<br>K   | 1<br>0.8%         | 1<br>5.0%         |                 |
| 4                              | 9<br>0.9%         | 3<br>0.6%         | 6<br>1.2%         | 3<br>1.8%   | 1<br>0.5%   | 2<br>0.9%   | 2<br>1.3%         | 1<br>0.7%           |                  | 6<br>0.7%         | 3<br>2.4%         |                   |                 |
| 3                              | 3<br>0.3%         | 2<br>0.4%         | 1<br>0.2%         |             |             |             | 1<br>0.6%         | 1<br>0.7%           | 1<br>0.8%        | 2<br>0.2%         | 1<br>0.8%         |                   |                 |
| 2                              | 2<br>0.2%         | 1<br>0.2%         | 1<br>0.2%         |             |             | 2<br>0.9%   |                   |                     |                  | 2<br>0.2%         |                   |                   |                 |
| Not At All Important           | 8<br>0.8%         | 4<br>0.8%         | 4<br>0.8%         |             |             | 1<br>0.4%   | 3<br>1.9%         | 3<br>2.2%           | 1<br>0.8%        | 8<br>1.0%         |                   |                   |                 |
| Don't know                     | 6<br>0.6%         | 2<br>0.4%         | 4<br>0.8%         | 2<br>1.2%   |             |             |                   |                     | 4<br>3.3%        | 6<br>0.7%         |                   |                   |                 |
| Mean                           | 8.52<br>H         | 8.45              | 8.59              | 8.63<br>H   | 8.74<br>aGH | 8.52<br>h   | 8.37              | 8.18                | 8.57<br>h        | 8.41              | 9.07<br>AJ        | 9.05<br>j         | 9.24<br>AJ      |
| Base                           | 994               | 485               | 509               | 166         | 194         | 224         | 156               | 134                 | 118              | 832               | 127               | 20                | 25              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
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Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | GENDER          |              |              | AGE GROUP      |                  |             |             |                 |             | ETHNIC IDENTITY |                   |                   |                   |
|---|-----------------|--------------|--------------|----------------|------------------|-------------|-------------|-----------------|-------------|-----------------|-------------------|-------------------|-------------------|
|   | TOTAL           | MALE         | FEMALE       | 18-24          | 25-34            | 35-44       | 45-54       | 55-64           | 65+         | CAUC            | AA                | HISP              | OTHER             |
|   | (A)             | (B)          | (C)          | (D)            | (E)              | (F)         | (G)         | (H)             | (I)         | (J)             | (K)               | (L)               | (M)               |
| Working more with universities to generate economic development |                 |              |              |                |                  |             |             |                 |             |                 |                   |                   |                   |
| Very Important  | 318<br>31.8%    | 146<br>30.0% | 172<br>33.5% | 60<br>35.7%    | 63<br>32.5%      | 70<br>31.2% | 44<br>28.2% | 40<br>29.9%     | 41<br>33.6% | 248<br>29.6%    | 52<br>40.9%<br>AJ | 11<br>55.0%<br>AJ | 13<br>52.0%<br>AJ |
| 9   | 222<br>22.2%    | 118<br>24.2% | 104<br>20.3% | 39<br>23.2%    | 42<br>21.6%      | 52<br>23.2% | 39<br>25.0% | 29<br>21.6%     | 21<br>17.2% | 186<br>22.2%    | 30<br>23.6%       | 4<br>20.0%        | 4<br>16.0%        |
| 8   | 212<br>21.2%    | 96<br>19.7%  | 116<br>22.6% | 28<br>16.7%    | 50<br>25.8%<br>D | 49<br>21.9% | 32<br>20.5% | 27<br>20.1%     | 25<br>20.5% | 184<br>22.0%    | 24<br>18.9%       | 3<br>15.0%        | 4<br>16.0%        |
| 7   | 122<br>12.2%    | 58<br>11.9%  | 64<br>12.5%  | 21<br>12.5%    | 20<br>10.3%      | 26<br>11.6% | 21<br>13.5% | 17<br>12.7%     | 17<br>13.9% | 108<br>12.9%    | 11<br>8.7%        |                   | 2<br>8.0%         |
| 6   | 50<br>5.0%<br>K | 25<br>5.1%   | 25<br>4.9%   | 5<br>3.0%      | 9<br>4.6%        | 11<br>4.9%  | 10<br>6.4%  | 7<br>5.2%       | 8<br>6.6%   | 47<br>5.6%<br>K | 2<br>1.6%         | 1<br>5.0%         | 1<br>4.0%         |
| 5   | 35<br>3.5%      | 20<br>4.1%   | 15<br>2.9%   | 5<br>3.0%      | 4<br>2.1%        | 9<br>4.0%   | 4<br>2.6%   | 9<br>6.7%<br>eg | 4<br>3.3%   | 30<br>3.6%      | 4<br>3.1%         |                   | 1<br>4.0%         |
| 4   | 9<br>0.9%       | 4<br>0.8%    | 5<br>1.0%    | 2<br>1.2%      | 1<br>0.5%        | 3<br>1.3%   | 2<br>1.3%   | 1<br>0.7%       |             | 7<br>0.8%       | 2<br>1.6%         |                   |                   |
| 3   | 5<br>0.5%       | 3<br>0.6%    | 2<br>0.4%    |                | 1<br>0.5%        | 2<br>0.9%   |             |                 | 2<br>1.6%   | 5<br>0.6%       |                   |                   |                   |
| 2   | 6<br>0.6%       | 6<br>1.2%    |              |                | 1<br>0.5%        |             | 3<br>1.9%   | 2<br>1.5%       |             | 5<br>0.6%       |                   |                   |                   |
| Not At All Important  | 9<br>0.9%       | 6<br>1.2%    | 3<br>0.6%    | 3<br>1.8%      | 1<br>0.5%        | 1<br>0.4%   | 1<br>0.6%   | 1<br>0.7%       | 2<br>1.6%   | 9<br>1.1%       |                   |                   |                   |
| Don't know  | 12<br>1.2%      | 5<br>1.0%    | 7<br>1.4%    | 5<br>3.0%<br>f | 2<br>1.0%        | 1<br>0.4%   |             | 1<br>0.7%       | 2<br>1.6%   | 9<br>1.1%       | 2<br>1.6%         | 1<br>5.0%         |                   |
| Mean  | 8.38            | 8.28         | 8.47<br>b    | 8.52           | 8.50             | 8.39        | 8.26        | 8.21            | 8.28        | 8.29            | 8.79<br>AJ        | 9.26<br>AJ        | 8.92<br>j         |
| Base  | 988             | 482          | 506          | 163            | 192              | 223         | 156         | 133             | 120         | 829             | 125               | 19                | 25                |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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|  | GENDER            |                 |                    | AGE GROUP        |             |             |             |             |             | ETHNIC IDENTITY   |                   |            |            |
|--|-------------------|-----------------|--------------------|------------------|-------------|-------------|-------------|-------------|-------------|-------------------|-------------------|------------|------------|
|  | TOTAL             | MALE            | FEMALE             | 18-24            | 25-34       | 35-44       | 45-54       | 55-64       | 65+         | CAUC              | AA                | HISP       | OTHER      |
|  | (A)               | (B)             | (C)                | (D)              | (E)         | (F)         | (G)         | (H)         | (I)         | (J)               | (K)               | (L)        | (M)        |
| Continued learning opportunities for adults to engage in lifelong learning |                   |                 |                    |                  |             |             |             |             |             |                   |                   |            |            |
| Very Important   | 303<br>30.3%<br>B | 121<br>24.8%    | 182<br>35.5%<br>AB | 50<br>29.8%      | 65<br>33.5% | 59<br>26.3% | 48<br>30.8% | 38<br>28.4% | 42<br>34.4% | 235<br>28.0%      | 56<br>44.1%<br>AJ | 8<br>40.0% | 8<br>32.0% |
| 9  | 179<br>17.9%      | 88<br>18.1%     | 91<br>17.7%        | 37<br>22.0%<br>E | 27<br>13.9% | 43<br>19.2% | 29<br>18.6% | 25<br>18.7% | 18<br>14.8% | 157<br>18.7%      | 18<br>14.2%       | 3<br>15.0% | 4<br>16.0% |
| 8  | 238<br>23.8%      | 118<br>24.2%    | 120<br>23.4%       | 35<br>20.8%      | 43<br>22.2% | 55<br>24.6% | 38<br>24.4% | 37<br>27.6% | 30<br>24.6% | 198<br>23.6%      | 31<br>24.4%       | 4<br>20.0% | 5<br>20.0% |
| 7  | 147<br>14.7%<br>I | 80<br>16.4%     | 67<br>13.1%        | 24<br>14.3%      | 33<br>17.0% | 36<br>16.1% | 21<br>13.5% | 16<br>11.9% | 16<br>13.1% | 129<br>15.4%<br>L | 14<br>11.0%       | 1<br>5.0%  | 4<br>16.0% |
| 6  | 50<br>5.0%<br>k   | 31<br>6.4%<br>c | 19<br>3.7%         | 8<br>4.8%        | 12<br>6.2%  | 13<br>5.8%  | 8<br>5.1%   | 4<br>3.0%   | 5<br>4.1%   | 44<br>5.3%<br>k   | 3<br>2.4%         | 3<br>15.0% | 2<br>8.0%  |
| 5  | 46<br>4.6%<br>K   | 26<br>5.3%      | 20<br>3.9%         | 7<br>4.2%        | 8<br>4.1%   | 11<br>4.9%  | 6<br>3.8%   | 9<br>6.7%   | 5<br>4.1%   | 44<br>5.3%<br>K   | 1<br>0.8%         | 1<br>5.0%  |            |
| 4  | 17<br>1.7%        | 10<br>2.1%      | 7<br>1.4%          | 2<br>1.2%        | 2<br>1.0%   | 4<br>1.8%   | 4<br>2.6%   | 2<br>1.5%   | 3<br>2.5%   | 17<br>2.0%        |                   |            | 1<br>4.0%  |
| 3  | 4<br>0.4%         | 2<br>0.4%       | 2<br>0.4%          | 1<br>0.6%        | 1<br>0.5%   | 1<br>0.4%   |             |             | 1<br>0.8%   | 2<br>0.2%         | 2<br>1.6%         |            |            |
| 2  | 5<br>0.5%         | 5<br>1.0%       |                    | 2<br>1.2%        | 1<br>0.5%   | 1<br>0.4%   | 1<br>0.6%   |             |             | 2<br>0.2%         | 1<br>0.8%         |            | 1<br>4.0%  |
| Not At All Important   | 5<br>0.5%         | 3<br>0.6%       | 2<br>0.4%          |                  |             | 1<br>0.4%   | 1<br>0.6%   | 3<br>2.2%   |             | 5<br>0.6%         |                   |            |            |
| Don't know   | 6<br>0.6%         | 3<br>0.6%       | 3<br>0.6%          | 2<br>1.2%        | 2<br>1.0%   |             |             |             | 2<br>1.6%   | 5<br>0.6%         | 1<br>0.8%         |            |            |
| Mean   | 8.25<br>B         | 8.02            | 8.47<br>AB         | 8.31             | 8.30        | 8.14        | 8.26        | 8.16        | 8.37        | 8.18              | 8.72<br>AJm       | 8.45       | 8.08       |
| Base   | 994               | 484             | 510                | 166              | 192         | 224         | 156         | 134         | 120         | 833               | 126               | 20         | 25         |

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Lower case letters indicate significance at the 90% level.

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|  | GENDER            |                   |              | AGE GROUP           |                  |                  |             |                  |                  | ETHNIC IDENTITY   |                   |                   |            |
|--|-------------------|-------------------|--------------|---------------------|------------------|------------------|-------------|------------------|------------------|-------------------|-------------------|-------------------|------------|
|  | TOTAL             | MALE              | FEMALE       | 18-24               | 25-34            | 35-44            | 45-54       | 55-64            | 65+              | CAUC              | AA                | HISP              | OTHER      |
|  | (A)               | (B)               | (C)          | (D)                 | (E)              | (F)              | (G)         | (H)              | (I)              | (J)               | (K)               | (L)               | (M)        |
| Start-up business opportunities for emerging entrepreneurs |                   |                   |              |                     |                  |                  |             |                  |                  |                   |                   |                   |            |
| Very Important   | 262<br>26.2%<br>H | 119<br>24.4%      | 143<br>27.9% | 42<br>25.0%         | 54<br>27.8%<br>H | 65<br>29.0%<br>H | 40<br>25.6% | 25<br>18.7%      | 34<br>27.9%<br>h | 204<br>24.3%      | 45<br>35.4%<br>AJ | 11<br>55.0%<br>AJ | 8<br>32.0% |
| 9  | 177<br>17.7%      | 102<br>20.9%<br>C | 75<br>14.6%  | 41<br>24.4%<br>aGHI | 36<br>18.6%      | 40<br>17.9%      | 23<br>14.7% | 20<br>14.9%      | 17<br>13.9%      | 152<br>18.1%      | 20<br>15.7%       | 2<br>10.0%        | 4<br>16.0% |
| 8  | 254<br>25.4%      | 124<br>25.5%      | 130<br>25.3% | 42<br>25.0%         | 51<br>26.3%      | 52<br>23.2%      | 43<br>27.6% | 35<br>26.1%      | 31<br>25.4%      | 208<br>24.8%      | 33<br>26.0%       | 4<br>20.0%        | 9<br>36.0% |
| 7  | 166<br>16.6%<br>M | 77<br>15.8%       | 89<br>17.3%  | 24<br>14.3%         | 32<br>16.5%      | 36<br>16.1%      | 30<br>19.2% | 24<br>17.9%      | 20<br>16.4%      | 145<br>17.3%<br>M | 19<br>15.0%<br>M  | 2<br>10.0%        | 1<br>4.0%  |
| 6  | 66<br>6.6%        | 30<br>6.2%        | 36<br>7.0%   | 9<br>5.4%           | 10<br>5.2%       | 16<br>7.1%       | 10<br>6.4%  | 14<br>10.4%<br>e | 7<br>5.7%        | 60<br>7.2%<br>k   | 5<br>3.9%         |                   | 3<br>12.0% |
| 5  | 40<br>4.0%<br>Kd  | 17<br>3.5%        | 23<br>4.5%   | 3<br>1.8%           | 7<br>3.6%        | 11<br>4.9%<br>d  | 4<br>2.6%   | 9<br>6.7%<br>Dg  | 6<br>4.9%        | 38<br>4.5%<br>K   | 1<br>0.8%         | 1<br>5.0%         |            |
| 4  | 15<br>1.5%<br>f   | 7<br>1.4%         | 8<br>1.6%    | 3<br>1.8%           | 1<br>0.5%        | 1<br>0.4%        | 3<br>1.9%   | 6<br>4.5%<br>EFi | 1<br>0.8%        | 13<br>1.6%        | 2<br>1.6%         |                   |            |
| 3  | 3<br>0.3%         | 1<br>0.2%         | 2<br>0.4%    |                     | 1<br>0.5%        | 1<br>0.4%        | 1<br>0.6%   |                  |                  | 3<br>0.4%         |                   |                   |            |
| 2  | 3<br>0.3%         | 3<br>0.6%         |              |                     | 1<br>0.5%        | 1<br>0.4%        |             |                  | 1<br>0.8%        | 3<br>0.4%         |                   |                   |            |
| Not At All Important                                       | 5<br>0.5%         | 4<br>0.8%         | 1<br>0.2%    | 1<br>0.6%           |                  |                  | 2<br>1.3%   | 1<br>0.7%        | 1<br>0.8%        | 4<br>0.5%         | 1<br>0.8%         |                   |            |
| Don't know   | 9<br>0.9%         | 3<br>0.6%         | 6<br>1.2%    | 3<br>1.8%           | 1<br>0.5%        | 1<br>0.4%        |             |                  | 4<br>3.3%<br>f   | 8<br>1.0%         | 1<br>0.8%         |                   |            |
| Mean   | 8.16<br>H         | 8.15              | 8.16         | 8.33<br>H           | 8.29<br>H        | 8.24<br>H        | 8.06<br>h   | 7.70             | 8.14<br>H        | 8.08              | 8.50<br>AJ        | 8.95<br>AJ        | 8.52       |
| Base   | 991               | 484               | 507          | 165                 | 193              | 223              | 156         | 134              | 118              | 830               | 126               | 20                | 25         |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | GENDER              |                 |                    | AGE GROUP        |                    |                  |                     |                     |                     | ETHNIC IDENTITY |             |            |            |
|---|---------------------|-----------------|--------------------|------------------|--------------------|------------------|---------------------|---------------------|---------------------|-----------------|-------------|------------|------------|
|   | TOTAL               | MALE            | FEMALE             | 18-24            | 25-34              | 35-44            | 45-54               | 55-64               | 65+                 | CAUC            | AA          | HISP       | OTHER      |
|   | (A)                 | (B)             | (C)                | (D)              | (E)                | (F)              | (G)                 | (H)                 | (I)                 | (J)             | (K)         | (L)        | (M)        |
| Efforts designed to support and grow Fayette County's agricultural industry |                     |                 |                    |                  |                    |                  |                     |                     |                     |                 |             |            |            |
| Very Important  | 240<br>24.0%<br>EFb | 96<br>19.7%     | 144<br>28.1%<br>aB | 34<br>20.2%      | 30<br>15.5%        | 39<br>17.4%      | 48<br>30.8%<br>aDEF | 48<br>35.8%<br>ADEF | 40<br>32.8%<br>ADEF | 204<br>24.3%    | 30<br>23.6% | 5<br>25.0% | 6<br>24.0% |
| 9   | 186<br>18.6%        | 92<br>18.9%     | 94<br>18.3%        | 35<br>20.8%      | 35<br>18.0%        | 44<br>19.6%      | 32<br>20.5%         | 19<br>14.2%         | 21<br>17.2%         | 150<br>17.9%    | 27<br>21.3% | 6<br>30.0% | 5<br>20.0% |
| 8   | 247<br>24.7%<br>G   | 123<br>25.3%    | 124<br>24.2%       | 43<br>25.6%<br>g | 56<br>28.9%<br>G   | 63<br>28.1%<br>G | 27<br>17.3%         | 30<br>22.4%         | 27<br>22.1%         | 213<br>25.4%    | 27<br>21.3% | 3<br>15.0% | 7<br>28.0% |
| 7   | 148<br>14.8%<br>h   | 66<br>13.6%     | 82<br>16.0%        | 32<br>19.0%<br>H | 32<br>16.5%<br>h   | 35<br>15.6%<br>h | 20<br>12.8%         | 13<br>9.7%          | 16<br>13.1%         | 114<br>13.6%    | 23<br>18.1% | 5<br>25.0% | 6<br>24.0% |
| 6   | 77<br>7.7%<br>Di    | 43<br>8.8%      | 34<br>6.6%         | 7<br>4.2%        | 22<br>11.3%<br>DHI | 21<br>9.4%<br>DI | 15<br>9.6%<br>di    | 7<br>5.2%           | 5<br>4.1%           | 69<br>8.2%      | 8<br>6.3%   |            | 1<br>4.0%  |
| 5   | 46<br>4.6%<br>c     | 31<br>6.4%<br>C | 15<br>2.9%         | 7<br>4.2%        | 10<br>5.2%         | 13<br>5.8%       | 6<br>3.8%           | 6<br>4.5%           | 4<br>3.3%           | 39<br>4.7%      | 6<br>4.7%   |            |            |
| 4   | 18<br>1.8%          | 11<br>2.3%      | 7<br>1.4%          | 2<br>1.2%        | 2<br>1.0%          | 3<br>1.3%        | 4<br>2.6%           | 4<br>3.0%           | 3<br>2.5%           | 13<br>1.6%      | 4<br>3.1%   | 1<br>5.0%  |            |
| 3   | 7<br>0.7%           | 3<br>0.6%       | 4<br>0.8%          |                  | 1<br>0.5%          | 2<br>0.9%        | 1<br>0.6%           | 2<br>1.5%           | 1<br>0.8%           | 7<br>0.8%       |             |            |            |
| 2   | 11<br>1.1%<br>c     | 9<br>1.8%<br>C  | 2<br>0.4%          | 2<br>1.2%        | 3<br>1.5%          | 1<br>0.4%        | 2<br>1.3%           | 1<br>0.7%           | 2<br>1.6%           | 10<br>1.2%      | 1<br>0.8%   |            |            |
| Not At All Important  | 9<br>0.9%           | 6<br>1.2%       | 3<br>0.6%          | 1<br>0.6%        |                    | 3<br>1.3%        | 1<br>0.6%           | 3<br>2.2%           | 1<br>0.8%           | 8<br>1.0%       | 1<br>0.8%   |            |            |
| Don't know  | 11<br>1.1%          | 7<br>1.4%       | 4<br>0.8%          | 5<br>3.0%        | 3<br>1.5%          |                  |                     | 1<br>0.7%           | 2<br>1.6%           | 11<br>1.3%      |             |            |            |
| Mean  | 7.99<br>B           | 7.76            | 8.21<br>AB         | 8.06             | 7.78               | 7.81             | 8.13<br>ef          | 8.13<br>e           | 8.22<br>EF          | 7.98            | 8.01        | 8.35       | 8.36       |
| Base  | 989                 | 480             | 509                | 163              | 191                | 224              | 156                 | 133                 | 120                 | 827             | 127         | 20         | 25         |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | GENDER            |              |              | AGE GROUP       |                  |                 |                     |                |                  | ETHNIC IDENTITY   |                  |                 |                 |
|---|-------------------|--------------|--------------|-----------------|------------------|-----------------|---------------------|----------------|------------------|-------------------|------------------|-----------------|-----------------|
|   | TOTAL             | MALE         | FEMALE       | 18-24           | 25-34            | 35-44           | 45-54               | 55-64          | 65+              | CAUC              | AA               | HISP            | OTHER           |
|   | (A)               | (B)          | (C)          | (D)             | (E)              | (F)             | (G)                 | (H)            | (I)              | (J)               | (K)              | (L)             | (M)             |
| Establishing stronger working relationships with adjacent cities for regional cooperation |                   |              |              |                 |                  |                 |                     |                |                  |                   |                  |                 |                 |
| Very Important  | 220<br>22.0%      | 98<br>20.1%  | 122<br>23.8% | 40<br>23.8%     | 47<br>24.2%<br>h | 46<br>20.5%     | 33<br>21.2%         | 22<br>16.4%    | 32<br>26.2%<br>h | 175<br>20.9%      | 35<br>27.6%      | 8<br>40.0%<br>j | 6<br>24.0%      |
| 9   | 182<br>18.2%<br>e | 88<br>18.1%  | 94<br>18.3%  | 28<br>16.7%     | 26<br>13.4%      | 41<br>18.3%     | 36<br>23.1%<br>E    | 26<br>19.4%    | 25<br>20.5%      | 149<br>17.8%      | 29<br>22.8%<br>l | 2<br>10.0%      | 5<br>20.0%      |
| 8   | 242<br>24.2%      | 127<br>26.1% | 115<br>22.4% | 37<br>22.0%     | 48<br>24.7%      | 59<br>26.3%     | 35<br>22.4%         | 32<br>23.9%    | 30<br>24.6%      | 202<br>24.1%      | 30<br>23.6%      | 3<br>15.0%      | 9<br>36.0%<br>l |
| 7   | 151<br>15.1%<br>M | 69<br>14.2%  | 82<br>16.0%  | 28<br>16.7%     | 35<br>18.0%<br>H | 34<br>15.2%     | 25<br>16.0%         | 14<br>10.4%    | 15<br>12.3%      | 130<br>15.5%<br>M | 16<br>12.6%<br>m | 4<br>20.0%      | 1<br>4.0%       |
| 6   | 85<br>8.5%<br>kgi | 43<br>8.8%   | 42<br>8.2%   | 15<br>8.9%      | 17<br>8.8%       | 17<br>7.6%      | 8<br>5.1%<br>AdeFGI | 22<br>16.4%    | 6<br>4.9%        | 76<br>9.1%<br>K   | 6<br>4.7%        | 1<br>5.0%       | 1<br>4.0%       |
| 5   | 67<br>6.7%<br>K   | 33<br>6.8%   | 34<br>6.6%   | 8<br>4.8%       | 13<br>6.7%       | 20<br>8.9%<br>d | 11<br>7.1%          | 9<br>6.7%      | 6<br>4.9%        | 62<br>7.4%<br>K   | 4<br>3.1%        | 1<br>5.0%       | 1<br>4.0%       |
| 4   | 20<br>2.0%<br>d   | 10<br>2.1%   | 10<br>1.9%   | 1<br>0.6%       | 5<br>2.6%        | 3<br>1.3%       | 4<br>2.6%           | 5<br>3.7%<br>d | 2<br>1.6%        | 17<br>2.0%        | 3<br>2.4%        |                 |                 |
| 3   | 11<br>1.1%        | 4<br>0.8%    | 7<br>1.4%    | 4<br>2.4%       |                  | 1<br>0.4%       | 3<br>1.9%           |                | 3<br>2.5%        | 10<br>1.2%        | 1<br>0.8%        |                 | 1<br>4.0%       |
| 2   | 7<br>0.7%         | 5<br>1.0%    | 2<br>0.4%    | 2<br>1.2%       | 1<br>0.5%        | 1<br>0.4%       | 1<br>0.6%           | 1<br>0.7%      | 1<br>0.8%        | 6<br>0.7%         |                  |                 | 1<br>4.0%       |
| Not At All Important  | 3<br>0.3%         | 3<br>0.6%    |              |                 | 1<br>0.5%        | 1<br>0.4%       |                     | 1<br>0.7%      |                  | 3<br>0.4%         |                  |                 |                 |
| Don't know  | 12<br>1.2%        | 7<br>1.4%    | 5<br>1.0%    | 5<br>3.0%<br>ef | 1<br>0.5%        | 1<br>0.4%       |                     | 2<br>1.5%      | 2<br>1.6%        | 8<br>1.0%         | 3<br>2.4%        | 1<br>5.0%       |                 |
| Mean  | 7.90              | 7.83         | 7.97         | 7.94            | 7.89             | 7.89            | 7.94                | 7.64           | 8.12<br>H        | 7.83              | 8.34<br>AJ       | 8.47            | 8.00            |
| Base  | 988               | 480          | 508          | 163             | 193              | 223             | 156                 | 132            | 120              | 830               | 124              | 19              | 25              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | GENDER            |                 |                   | AGE GROUP        |                   |             |                  |                   |                | ETHNIC IDENTITY  |                   |            |            |
|---|-------------------|-----------------|-------------------|------------------|-------------------|-------------|------------------|-------------------|----------------|------------------|-------------------|------------|------------|
|   | TOTAL             | MALE            | FEMALE            | 18-24            | 25-34             | 35-44       | 45-54            | 55-64             | 65+            | CAUC             | AA                | HISP       | OTHER      |
|   | (A)               | (B)             | (C)               | (D)              | (E)               | (F)         | (G)              | (H)               | (I)            | (J)              | (K)               | (L)        | (M)        |
| Incentives for the business community to partner with government or sponsor public projects |                   |                 |                   |                  |                   |             |                  |                   |                |                  |                   |            |            |
| Very Important  | 211<br>21.1%<br>h | 91<br>18.7%     | 120<br>23.4%<br>b | 40<br>23.8%<br>H | 48<br>24.7%<br>fH | 40<br>17.9% | 35<br>22.4%<br>h | 20<br>14.9%       | 28<br>23.0%    | 163<br>19.5%     | 40<br>31.5%<br>AJ | 7<br>35.0% | 6<br>24.0% |
| 9   | 164<br>16.4%      | 81<br>16.6%     | 83<br>16.2%       | 28<br>16.7%      | 35<br>18.0%       | 38<br>17.0% | 25<br>16.0%      | 21<br>15.7%       | 17<br>13.9%    | 130<br>15.5%     | 27<br>21.3%       | 3<br>15.0% | 5<br>20.0% |
| 8   | 254<br>25.4%      | 122<br>25.1%    | 132<br>25.7%      | 40<br>23.8%      | 48<br>24.7%       | 63<br>28.1% | 40<br>25.6%      | 33<br>24.6%       | 29<br>23.8%    | 209<br>24.9%     | 35<br>27.6%       | 4<br>20.0% | 9<br>36.0% |
| 7   | 156<br>15.6%      | 78<br>16.0%     | 78<br>15.2%       | 25<br>14.9%      | 33<br>17.0%       | 33<br>14.7% | 20<br>12.8%      | 26<br>19.4%       | 19<br>15.6%    | 136<br>16.2%     | 15<br>11.8%       | 3<br>15.0% | 2<br>8.0%  |
| 6   | 91<br>9.1%<br>K   | 48<br>9.9%      | 43<br>8.4%        | 19<br>11.3%      | 14<br>7.2%        | 23<br>10.3% | 14<br>9.0%       | 11<br>8.2%        | 10<br>8.2%     | 86<br>10.3%<br>K | 5<br>3.9%         |            |            |
| 5   | 56<br>5.6%<br>Kd  | 31<br>6.4%      | 25<br>4.9%        | 5<br>3.0%        | 9<br>4.6%         | 14<br>6.2%  | 10<br>6.4%       | 13<br>9.7%<br>Dei | 5<br>4.1%      | 54<br>6.4%<br>K  | 1<br>0.8%         |            | 1<br>4.0%  |
| 4   | 19<br>1.9%<br>E   | 10<br>2.1%      | 9<br>1.8%         | 5<br>3.0%<br>e   | 1<br>0.5%         | 4<br>1.8%   | 5<br>3.2%<br>e   | 1<br>0.7%         | 3<br>2.5%      | 16<br>1.9%       | 2<br>1.6%         |            | 1<br>4.0%  |
| 3   | 12<br>1.2%        | 4<br>0.8%       | 8<br>1.6%         |                  | 4<br>2.1%         | 2<br>0.9%   | 3<br>1.9%        | 1<br>0.7%         | 2<br>1.6%      | 11<br>1.3%       | 1<br>0.8%         |            |            |
| 2   | 9<br>0.9%         | 5<br>1.0%       | 4<br>0.8%         |                  | 1<br>0.5%         | 3<br>1.3%   | 2<br>1.3%        | 2<br>1.5%         | 1<br>0.8%      | 9<br>1.1%        |                   |            | 1<br>4.0%  |
| Not At All Important  | 18<br>1.8%<br>e   | 13<br>2.7%<br>C | 5<br>1.0%         | 2<br>1.2%        | 1<br>0.5%         | 3<br>1.3%   | 2<br>1.3%        | 5<br>3.7%<br>e    | 5<br>4.1%<br>e | 16<br>1.9%       |                   | 2<br>10.0% |            |
| Don't know  | 10<br>1.0%        | 4<br>0.8%       | 6<br>1.2%         | 4<br>2.4%        |                   | 1<br>0.4%   |                  | 1<br>0.7%         | 3<br>2.5%      | 8<br>1.0%        | 1<br>0.8%         | 1<br>5.0%  |            |
| Mean  | 7.76<br>H         | 7.62            | 7.90<br>B         | 7.98<br>H        | 8.03<br>afHi      | 7.70        | 7.72             | 7.38              | 7.63           | 7.64             | 8.52<br>AJ        | 8.00       | 8.08       |
| Base  | 990               | 483             | 507               | 164              | 194               | 223         | 156              | 133               | 119            | 830              | 126               | 19         | 25         |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
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Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|                                | AREA OF LEXINGTON |                  |                    |                  |                    |                    | YEARS LIVING IN LEXINGTON |                 |             |                |             |
|--------------------------------|-------------------|------------------|--------------------|------------------|--------------------|--------------------|---------------------------|-----------------|-------------|----------------|-------------|
|                                | TOTAL             | NORTH            | DNTOWN             | WEST             | SOUTH              | EAST               | < 10                      | 10-19           | 20-29       | 30-39          | 40+         |
|                                | (A)               | (B)              | (C)                | (D)              | (E)                | (F)                | (G)                       | (H)             | (I)         | (J)            | (K)         |
| Base                           | 1000              | 73               | 109                | 274              | 354                | 190                | 217                       | 214             | 243         | 141            | 185         |
| More high wage/high skill jobs |                   |                  |                    |                  |                    |                    |                           |                 |             |                |             |
| Very Important                 | 356<br>35.6%<br>e | 31<br>42.5%<br>e | 49<br>45.0%<br>adE | 98<br>35.8%      | 107<br>30.2%       | 71<br>37.4%<br>e   | 72<br>33.2%               | 73<br>34.1%     | 97<br>39.9% | 47<br>33.3%    | 67<br>36.2% |
| 9                              | 206<br>20.6%<br>i | 13<br>17.8%      | 27<br>24.8%        | 50<br>18.2%      | 65<br>18.4%        | 51<br>26.8%<br>aDE | 65<br>30.0%<br>AHIIJK     | 41<br>19.2%     | 39<br>16.0% | 26<br>18.4%    | 35<br>18.9% |
| 8                              | 239<br>23.9%<br>C | 16<br>21.9%<br>c | 13<br>11.9%        | 71<br>25.9%<br>C | 100<br>28.2%<br>CF | 39<br>20.5%<br>C   | 44<br>20.3%               | 52<br>24.3%     | 61<br>25.1% | 39<br>27.7%    | 43<br>23.2% |
| 7                              | 95<br>9.5%<br>F   | 8<br>11.0%       | 7<br>6.4%          | 26<br>9.5%<br>f  | 44<br>12.4%<br>CF  | 10<br>5.3%         | 16<br>7.4%                | 22<br>10.3%     | 26<br>10.7% | 13<br>9.2%     | 18<br>9.7%  |
| 6                              | 41<br>4.1%<br>b   | 1<br>1.4%        | 5<br>4.6%          | 11<br>4.0%       | 14<br>4.0%         | 10<br>5.3%<br>b    | 9<br>4.1%                 | 12<br>5.6%<br>k | 11<br>4.5%  | 5<br>3.5%      | 4<br>2.2%   |
| 5                              | 35<br>3.5%<br>i   | 1<br>1.4%        | 2<br>1.8%          | 11<br>4.0%       | 15<br>4.2%<br>b    | 6<br>3.2%          | 6<br>2.8%                 | 11<br>5.1%<br>I | 4<br>1.6%   | 7<br>5.0%<br>i | 7<br>3.8%   |
| 4                              | 9<br>0.9%         | 1<br>1.4%        | 4<br>3.7%<br>d     | 1<br>0.4%        | 3<br>0.8%          |                    | 2<br>0.9%                 |                 | 3<br>1.2%   | 2<br>1.4%      | 2<br>1.1%   |
| 3                              | 3<br>0.3%         |                  |                    | 2<br>0.7%        | 1<br>0.3%          |                    | 1<br>0.5%                 |                 | 1<br>0.4%   |                | 1<br>0.5%   |
| 2                              | 2<br>0.2%         |                  |                    |                  |                    | 2<br>1.1%          | 1<br>0.5%                 |                 |             |                | 1<br>0.5%   |
| Not At All Important           | 8<br>0.8%         |                  | 1<br>0.9%          | 4<br>1.5%        | 3<br>0.8%          |                    |                           | 2<br>0.9%       |             | 2<br>1.4%      | 4<br>2.2%   |
| Don't know                     | 6<br>0.6%         | 2<br>2.7%        | 1<br>0.9%          |                  | 2<br>0.6%          | 1<br>0.5%          | 1<br>0.5%                 | 1<br>0.5%       | 1<br>0.4%   |                | 3<br>1.6%   |
| Mean                           | 8.52<br>e         | 8.82<br>dE       | 8.73<br>E          | 8.45             | 8.35               | 8.70<br>dE         | 8.64                      | 8.44            | 8.64        | 8.38           | 8.41        |
| Base                           | 994               | 71               | 108                | 274              | 352                | 189                | 216                       | 213             | 242         | 141            | 182         |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
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Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | AREA OF LEXINGTON |             |                |             |                 |                  | YEARS LIVING IN LEXINGTON |                  |                     |                   |                  |
|---|-------------------|-------------|----------------|-------------|-----------------|------------------|---------------------------|------------------|---------------------|-------------------|------------------|
|   | TOTAL             | NORTH       | DNTOWN         | WEST        | SOUTH           | EAST             | < 10                      | 10-19            | 20-29               | 30-39             | 40+              |
|   | (A)               | (B)         | (C)            | (D)         | (E)             | (F)              | (G)                       | (H)              | (I)                 | (J)               | (K)              |
| Working more with universities to generate economic development |                   |             |                |             |                 |                  |                           |                  |                     |                   |                  |
| Very Important  | 318<br>31.8%<br>J | 26<br>35.6% | 39<br>35.8%    | 81<br>29.6% | 103<br>29.1%    | 69<br>36.3%<br>e | 76<br>35.0%<br>J          | 61<br>28.5%      | 93<br>38.3%<br>aHJk | 33<br>23.4%       | 55<br>29.7%      |
| 9   | 222<br>22.2%      | 18<br>24.7% | 22<br>20.2%    | 60<br>21.9% | 81<br>22.9%     | 41<br>21.6%      | 44<br>20.3%               | 54<br>25.2%      | 51<br>21.0%         | 29<br>20.6%       | 44<br>23.8%      |
| 8   | 212<br>21.2%<br>i | 14<br>19.2% | 19<br>17.4%    | 64<br>23.4% | 81<br>22.9%     | 34<br>17.9%      | 56<br>25.8%<br>IK         | 48<br>22.4%<br>i | 39<br>16.0%         | 38<br>27.0%<br>IK | 31<br>16.8%      |
| 7   | 122<br>12.2%      | 8<br>11.0%  | 12<br>11.0%    | 34<br>12.4% | 48<br>13.6%     | 20<br>10.5%      | 26<br>12.0%               | 24<br>11.2%      | 30<br>12.3%         | 23<br>16.3%       | 19<br>10.3%      |
| 6   | 50<br>5.0%<br>GB  | 1<br>1.4%   | 6<br>5.5%      | 10<br>3.6%  | 17<br>4.8%<br>b | 16<br>8.4%<br>BD | 5<br>2.3%                 | 14<br>6.5%<br>Gj | 12<br>4.9%          | 4<br>2.8%         | 15<br>8.1%<br>GJ |
| 5   | 35<br>3.5%<br>f   | 4<br>5.5%   | 6<br>5.5%<br>f | 10<br>3.6%  | 12<br>3.4%      | 3<br>1.6%        | 5<br>2.3%                 | 7<br>3.3%        | 6<br>2.5%           | 7<br>5.0%         | 10<br>5.4%       |
| 4   | 9<br>0.9%         |             | 1<br>0.9%      | 4<br>1.5%   | 2<br>0.6%       | 2<br>1.1%        | 1<br>0.5%                 | 3<br>1.4%        | 1<br>0.4%           | 2<br>1.4%         | 2<br>1.1%        |
| 3   | 5<br>0.5%         |             | 1<br>0.9%      | 2<br>0.7%   | 1<br>0.3%       | 1<br>0.5%        |                           |                  | 2<br>0.8%           | 1<br>0.7%         | 2<br>1.1%        |
| 2   | 6<br>0.6%         |             |                | 2<br>0.7%   | 4<br>1.1%       |                  | 1<br>0.5%                 |                  | 2<br>0.8%           | 1<br>0.7%         | 2<br>1.1%        |
| Not At All Important  | 9<br>0.9%         | 1<br>1.4%   | 1<br>0.9%      | 3<br>1.1%   | 3<br>0.8%       | 1<br>0.5%        | 1<br>0.5%                 | 1<br>0.5%        | 3<br>1.2%           | 2<br>1.4%         | 2<br>1.1%        |
| Don't know  | 12<br>1.2%        | 1<br>1.4%   | 2<br>1.8%      | 4<br>1.5%   | 2<br>0.6%       | 3<br>1.6%        | 2<br>0.9%                 | 2<br>0.9%        | 4<br>1.6%           | 1<br>0.7%         | 3<br>1.6%        |
| Mean  | 8.38<br>j         | 8.57        | 8.39           | 8.29        | 8.32            | 8.52             | 8.60<br>aJK               | 8.40<br>j        | 8.49<br>Jk          | 8.07              | 8.17             |
| Base  | 988               | 72          | 107            | 270         | 352             | 187              | 215                       | 212              | 239                 | 140               | 182              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|  | AREA OF LEXINGTON |             |                  |             |                 |                 | YEARS LIVING IN LEXINGTON |             |                  |                     |             |
|--|-------------------|-------------|------------------|-------------|-----------------|-----------------|---------------------------|-------------|------------------|---------------------|-------------|
|  | TOTAL             | NORTH       | DNTOWN           | WEST        | SOUTH           | EAST            | < 10                      | 10-19       | 20-29            | 30-39               | 40+         |
|  | (A)               | (B)         | (C)              | (D)         | (E)             | (F)             | (G)                       | (H)         | (I)              | (J)                 | (K)         |
| Continued learning opportunities for adults to engage in lifelong learning |                   |             |                  |             |                 |                 |                           |             |                  |                     |             |
| Very Important   | 303<br>30.3%      | 22<br>30.1% | 40<br>36.7%<br>e | 87<br>31.8% | 96<br>27.1%     | 58<br>30.5%     | 63<br>29.0%               | 69<br>32.2% | 76<br>31.3%      | 37<br>26.2%         | 58<br>31.4% |
| 9  | 179<br>17.9%      | 15<br>20.5% | 16<br>14.7%      | 47<br>17.2% | 64<br>18.1%     | 37<br>19.5%     | 36<br>16.6%               | 42<br>19.6% | 48<br>19.8%      | 21<br>14.9%         | 32<br>17.3% |
| 8  | 238<br>23.8%      | 20<br>27.4% | 26<br>23.9%      | 67<br>24.5% | 80<br>22.6%     | 45<br>23.7%     | 49<br>22.6%               | 51<br>23.8% | 54<br>22.2%      | 41<br>29.1%         | 43<br>23.2% |
| 7  | 147<br>14.7%<br>H | 8<br>11.0%  | 16<br>14.7%      | 38<br>13.9% | 60<br>16.9%     | 25<br>13.2%     | 38<br>17.5%<br>H          | 20<br>9.3%  | 35<br>14.4%<br>h | 30<br>21.3%<br>aHik | 24<br>13.0% |
| 6  | 50<br>5.0%<br>B   | 1<br>1.4%   | 5<br>4.6%        | 11<br>4.0%  | 23<br>6.5%<br>B | 10<br>5.3%<br>b | 13<br>6.0%                | 13<br>6.1%  | 8<br>3.3%        | 5<br>3.5%           | 11<br>5.9%  |
| 5  | 46<br>4.6%<br>j   | 4<br>5.5%   | 4<br>3.7%        | 12<br>4.4%  | 19<br>5.4%      | 7<br>3.7%       | 10<br>4.6%                | 10<br>4.7%  | 15<br>6.2%<br>J  | 3<br>2.1%           | 8<br>4.3%   |
| 4  | 17<br>1.7%        |             | 2<br>1.8%        | 8<br>2.9%   | 4<br>1.1%       | 3<br>1.6%       | 3<br>1.4%                 | 2<br>0.9%   | 5<br>2.1%        | 3<br>2.1%           | 4<br>2.2%   |
| 3  | 4<br>0.4%         |             |                  | 2<br>0.7%   | 1<br>0.3%       | 1<br>0.5%       |                           | 3<br>1.4%   |                  |                     | 1<br>0.5%   |
| 2  | 5<br>0.5%         |             |                  |             | 4<br>1.1%       | 1<br>0.5%       | 2<br>0.9%                 | 1<br>0.5%   | 1<br>0.4%        |                     | 1<br>0.5%   |
| Not At All Important   | 5<br>0.5%         | 1<br>1.4%   |                  | 1<br>0.4%   | 3<br>0.8%       |                 | 1<br>0.5%                 | 1<br>0.5%   |                  | 1<br>0.7%           | 2<br>1.1%   |
| Don't know   | 6<br>0.6%         | 2<br>2.7%   |                  | 1<br>0.4%   |                 | 3<br>1.6%       | 2<br>0.9%                 | 2<br>0.9%   | 1<br>0.4%        |                     | 1<br>0.5%   |
| Mean   | 8.25              | 8.42        | 8.46<br>E        | 8.28        | 8.08            | 8.34<br>e       | 8.17                      | 8.32        | 8.32             | 8.19                | 8.20        |
| Base   | 994               | 71          | 109              | 273         | 354             | 187             | 215                       | 212         | 242              | 141                 | 184         |

Note: Very Important=10; Not At All Important=1

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Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|  | AREA OF LEXINGTON |                  |                      |                   |                  |                    | YEARS LIVING IN LEXINGTON |                  |             |                  |             |
|--|-------------------|------------------|----------------------|-------------------|------------------|--------------------|---------------------------|------------------|-------------|------------------|-------------|
|  | TOTAL             | NORTH            | DNTOWN               | WEST              | SOUTH            | EAST               | < 10                      | 10-19            | 20-29       | 30-39            | 40+         |
|  | (A)               | (B)              | (C)                  | (D)               | (E)              | (F)                | (G)                       | (H)              | (I)         | (J)              | (K)         |
| Start-up business opportunities for emerging entrepreneurs |                   |                  |                      |                   |                  |                    |                           |                  |             |                  |             |
| Very Important   | 262<br>26.2%      | 17<br>23.3%      | 40<br>36.7%<br>ABDEF | 71<br>25.9%       | 86<br>24.3%      | 48<br>25.3%        | 62<br>28.6%               | 53<br>24.8%      | 66<br>27.2% | 35<br>24.8%      | 46<br>24.9% |
| 9  | 177<br>17.7%<br>d | 15<br>20.5%      | 21<br>19.3%          | 37<br>13.5%       | 53<br>15.0%      | 51<br>26.8%<br>ADE | 40<br>18.4%               | 44<br>20.6%<br>k | 45<br>18.5% | 22<br>15.6%      | 26<br>14.1% |
| 8  | 254<br>25.4%      | 22<br>30.1%<br>c | 21<br>19.3%          | 71<br>25.9%       | 97<br>27.4%<br>c | 43<br>22.6%        | 49<br>22.6%               | 58<br>27.1%      | 63<br>25.9% | 38<br>27.0%      | 46<br>24.9% |
| 7  | 166<br>16.6%      | 11<br>15.1%      | 15<br>13.8%          | 48<br>17.5%       | 67<br>18.9%<br>f | 25<br>13.2%        | 42<br>19.4%<br>h          | 27<br>12.6%      | 42<br>17.3% | 27<br>19.1%      | 28<br>15.1% |
| 6  | 66<br>6.6%        |                  | 6<br>5.5%            | 22<br>8.0%        | 27<br>7.6%       | 11<br>5.8%         | 13<br>6.0%                | 16<br>7.5%       | 15<br>6.2%  | 7<br>5.0%        | 15<br>8.1%  |
| 5  | 40<br>4.0%        | 4<br>5.5%        | 2<br>1.8%            | 18<br>6.6%<br>CEF | 11<br>3.1%       | 5<br>2.6%          | 5<br>2.3%                 | 9<br>4.2%        | 6<br>2.5%   | 10<br>7.1%<br>Gi | 10<br>5.4%  |
| 4  | 15<br>1.5%        | 1<br>1.4%        | 2<br>1.8%            | 3<br>1.1%         | 6<br>1.7%        | 3<br>1.6%          | 3<br>1.4%                 | 2<br>0.9%        | 5<br>2.1%   | 1<br>0.7%        | 4<br>2.2%   |
| 3  | 3<br>0.3%         |                  |                      |                   | 2<br>0.6%        | 1<br>0.5%          |                           | 1<br>0.5%        |             |                  | 2<br>1.1%   |
| 2  | 3<br>0.3%         |                  |                      |                   | 2<br>0.6%        | 1<br>0.5%          |                           |                  | 1<br>0.4%   |                  | 2<br>1.1%   |
| Not At All Important                                       | 5<br>0.5%         | 1<br>1.4%        |                      | 2<br>0.7%         | 1<br>0.3%        | 1<br>0.5%          | 1<br>0.5%                 | 1<br>0.5%        |             | 1<br>0.7%        | 2<br>1.1%   |
| Don't know   | 9<br>0.9%         | 2<br>2.7%        | 2<br>1.8%            | 2<br>0.7%         | 2<br>0.6%        | 1<br>0.5%          | 2<br>0.9%                 | 3<br>1.4%        |             |                  | 4<br>2.2%   |
| Mean   | 8.16<br>K         | 8.21             | 8.56<br>ADE          | 8.03              | 8.05             | 8.29<br>d          | 8.29<br>K                 | 8.21<br>k        | 8.25<br>K   | 8.07             | 7.88        |
| Base   | 991               | 71               | 107                  | 272               | 352              | 189                | 215                       | 211              | 243         | 141              | 181         |

Note: Very Important=10; Not At All Important=1

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|   | AREA OF LEXINGTON |                  |                 |             |                  |             | YEARS LIVING IN LEXINGTON |                  |                  |                  |                      |
|---|-------------------|------------------|-----------------|-------------|------------------|-------------|---------------------------|------------------|------------------|------------------|----------------------|
|   | TOTAL             | NORTH            | DNTOWN          | WEST        | SOUTH            | EAST        | < 10                      | 10-19            | 20-29            | 30-39            | 40+                  |
|   | (A)               | (B)              | (C)             | (D)         | (E)              | (F)         | (G)                       | (H)              | (I)              | (J)              | (K)                  |
| Efforts designed to support and grow Fayette County's agricultural industry |                   |                  |                 |             |                  |             |                           |                  |                  |                  |                      |
| Very Important  | 240<br>24.0%      | 17<br>23.3%      | 26<br>23.9%     | 68<br>24.8% | 83<br>23.4%      | 46<br>24.2% | 45<br>20.7%               | 48<br>22.4%      | 54<br>22.2%      | 33<br>23.4%      | 60<br>32.4%<br>AGHIj |
| 9   | 186<br>18.6%      | 16<br>21.9%      | 16<br>14.7%     | 49<br>17.9% | 66<br>18.6%      | 39<br>20.5% | 39<br>18.0%               | 32<br>15.0%      | 49<br>20.2%      | 29<br>20.6%      | 37<br>20.0%          |
| 8   | 247<br>24.7%      | 23<br>31.5%<br>f | 24<br>22.0%     | 64<br>23.4% | 97<br>27.4%<br>f | 39<br>20.5% | 55<br>25.3%               | 59<br>27.6%      | 60<br>24.7%      | 34<br>24.1%      | 39<br>21.1%          |
| 7   | 148<br>14.8%<br>K | 8<br>11.0%       | 21<br>19.3%     | 43<br>15.7% | 49<br>13.8%      | 27<br>14.2% | 36<br>16.6%<br>K          | 38<br>17.8%<br>K | 39<br>16.0%<br>K | 21<br>14.9%<br>K | 14<br>7.6%           |
| 6   | 77<br>7.7%        | 3<br>4.1%        | 8<br>7.3%       | 22<br>8.0%  | 27<br>7.6%       | 17<br>8.9%  | 18<br>8.3%                | 19<br>8.9%       | 18<br>7.4%       | 7<br>5.0%        | 15<br>8.1%           |
| 5   | 46<br>4.6%<br>h   | 2<br>2.7%        | 9<br>8.3%<br>be | 14<br>5.1%  | 12<br>3.4%       | 9<br>4.7%   | 12<br>5.5%<br>h           | 5<br>2.3%        | 12<br>4.9%       | 9<br>6.4%<br>h   | 8<br>4.3%            |
| 4   | 18<br>1.8%        |                  | 1<br>0.9%       | 7<br>2.6%   | 6<br>1.7%        | 4<br>2.1%   | 3<br>1.4%                 | 5<br>2.3%        | 4<br>1.6%        | 4<br>2.8%        | 2<br>1.1%            |
| 3   | 7<br>0.7%         |                  |                 | 3<br>1.1%   | 3<br>0.8%        | 1<br>0.5%   |                           | 1<br>0.5%        | 1<br>0.4%        | 2<br>1.4%        | 3<br>1.6%            |
| 2   | 11<br>1.1%        |                  | 2<br>1.8%       | 3<br>1.1%   | 5<br>1.4%        | 1<br>0.5%   | 4<br>1.8%                 |                  | 4<br>1.6%        | 2<br>1.4%        | 1<br>0.5%            |
| Not At All Important  | 9<br>0.9%         | 1<br>1.4%        | 1<br>0.9%       |             | 4<br>1.1%        | 3<br>1.6%   | 1<br>0.5%                 | 3<br>1.4%        | 1<br>0.4%        |                  | 4<br>2.2%            |
| Don't know  | 11<br>1.1%        | 3<br>4.1%        | 1<br>0.9%       | 1<br>0.4%   | 2<br>0.6%        | 4<br>2.1%   | 4<br>1.8%                 | 4<br>1.9%        | 1<br>0.4%        |                  | 2<br>1.1%            |
| Mean  | 7.99              | 8.33<br>c        | 7.82            | 7.98        | 7.99             | 7.97        | 7.90                      | 7.96             | 7.98             | 7.96             | 8.17                 |
| Base  | 989               | 70               | 108             | 273         | 352              | 186         | 213                       | 210              | 242              | 141              | 183                  |

Note: Very Important=10; Not At All Important=1

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Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | AREA OF LEXINGTON |             |                 |                     |             |                  | YEARS LIVING IN LEXINGTON |                   |             |                 |                     |
|---|-------------------|-------------|-----------------|---------------------|-------------|------------------|---------------------------|-------------------|-------------|-----------------|---------------------|
|   | TOTAL             | NORTH       | DNTOWN          | WEST                | SOUTH       | EAST             | < 10                      | 10-19             | 20-29       | 30-39           | 40+                 |
|   | (A)               | (B)         | (C)             | (D)                 | (E)         | (F)              | (G)                       | (H)               | (I)         | (J)             | (K)                 |
| Establishing stronger working relationships with adjacent cities for regional cooperation |                   |             |                 |                     |             |                  |                           |                   |             |                 |                     |
| Very Important  | 220<br>22.0%      | 13<br>17.8% | 23<br>21.1%     | 77<br>28.1%<br>ABEF | 72<br>20.3% | 35<br>18.4%      | 44<br>20.3%               | 44<br>20.6%       | 56<br>23.0% | 35<br>24.8%     | 41<br>22.2%         |
| 9   | 182<br>18.2%      | 17<br>23.3% | 16<br>14.7%     | 41<br>15.0%         | 67<br>18.9% | 41<br>21.6%<br>d | 44<br>20.3%<br>hj         | 30<br>14.0%       | 42<br>17.3% | 19<br>13.5%     | 47<br>25.4%<br>AHIJ |
| 8   | 242<br>24.2%      | 19<br>26.0% | 25<br>22.9%     | 65<br>23.7%         | 92<br>26.0% | 41<br>21.6%      | 44<br>20.3%               | 55<br>25.7%       | 63<br>25.9% | 36<br>25.5%     | 44<br>23.8%         |
| 7   | 151<br>15.1%<br>k | 13<br>17.8% | 13<br>11.9%     | 41<br>15.0%         | 54<br>15.3% | 30<br>15.8%      | 41<br>18.9%<br>iK         | 40<br>18.7%<br>iK | 31<br>12.8% | 20<br>14.2%     | 19<br>10.3%         |
| 6   | 85<br>8.5%<br>j   | 5<br>6.8%   | 12<br>11.0%     | 18<br>6.6%          | 30<br>8.5%  | 20<br>10.5%      | 22<br>10.1%<br>j          | 21<br>9.8%<br>j   | 19<br>7.8%  | 7<br>5.0%       | 16<br>8.6%          |
| 5   | 67<br>6.7%<br>k   | 4<br>5.5%   | 9<br>8.3%       | 19<br>6.9%          | 24<br>6.8%  | 11<br>5.8%       | 13<br>6.0%                | 17<br>7.9%<br>k   | 16<br>6.6%  | 14<br>9.9%<br>K | 7<br>3.8%           |
| 4   | 20<br>2.0%        |             | 6<br>5.5%<br>de | 4<br>1.5%           | 5<br>1.4%   | 5<br>2.6%        | 2<br>0.9%                 | 3<br>1.4%         | 5<br>2.1%   | 6<br>4.3%<br>g  | 4<br>2.2%           |
| 3   | 11<br>1.1%        |             | 2<br>1.8%       | 3<br>1.1%           | 4<br>1.1%   | 2<br>1.1%        | 1<br>0.5%                 | 2<br>0.9%         | 5<br>2.1%   | 1<br>0.7%       | 2<br>1.1%           |
| 2   | 7<br>0.7%         |             | 1<br>0.9%       | 2<br>0.7%           | 3<br>0.8%   | 1<br>0.5%        | 2<br>0.9%                 |                   | 2<br>0.8%   | 1<br>0.7%       | 2<br>1.1%           |
| Not At All Important  | 3<br>0.3%         |             |                 | 1<br>0.4%           | 2<br>0.6%   |                  |                           |                   | 2<br>0.8%   | 1<br>0.7%       |                     |
| Don't know  | 12<br>1.2%<br>E   | 2<br>2.7%   | 2<br>1.8%       | 3<br>1.1%           | 1<br>0.3%   | 4<br>2.1%<br>e   | 4<br>1.8%                 | 2<br>0.9%         | 2<br>0.8%   | 1<br>0.7%       | 3<br>1.6%           |
| Mean  | 7.90              | 8.11<br>c   | 7.61            | 8.04<br>C           | 7.87        | 7.85             | 7.92                      | 7.83              | 7.86        | 7.79            | 8.10                |
| Base  | 988               | 71          | 107             | 271                 | 353         | 186              | 213                       | 212               | 241         | 140             | 182                 |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | AREA OF LEXINGTON |                  |                  |                    |                  |                      | YEARS LIVING IN LEXINGTON |                  |                 |                    |                  |
|---|-------------------|------------------|------------------|--------------------|------------------|----------------------|---------------------------|------------------|-----------------|--------------------|------------------|
|   | TOTAL             | NORTH            | DNTOWN           | WEST               | SOUTH            | EAST                 | < 10                      | 10-19            | 20-29           | 30-39              | 40+              |
|   | (A)               | (B)              | (C)              | (D)                | (E)              | (F)                  | (G)                       | (H)              | (I)             | (J)                | (K)              |
| Incentives for the business community to partner with government or sponsor public projects |                   |                  |                  |                    |                  |                      |                           |                  |                 |                    |                  |
| Very Important  | 211<br>21.1%      | 18<br>24.7%      | 23<br>21.1%      | 52<br>19.0%        | 74<br>20.9%      | 44<br>23.2%          | 47<br>21.7%               | 43<br>20.1%      | 57<br>23.5%     | 24<br>17.0%        | 40<br>21.6%      |
| 9   | 164<br>16.4%      | 12<br>16.4%      | 16<br>14.7%      | 35<br>12.8%        | 52<br>14.7%      | 49<br>25.8%<br>ABCDE | 39<br>18.0%               | 33<br>15.4%      | 40<br>16.5%     | 17<br>12.1%        | 35<br>18.9%<br>j |
| 8   | 254<br>25.4%<br>F | 20<br>27.4%<br>F | 34<br>31.2%<br>F | 85<br>31.0%<br>aeF | 88<br>24.9%<br>F | 27<br>14.2%          | 57<br>26.3%               | 47<br>22.0%      | 64<br>26.3%     | 46<br>32.6%<br>aHK | 40<br>21.6%      |
| 7   | 156<br>15.6%<br>i | 12<br>16.4%      | 16<br>14.7%      | 41<br>15.0%        | 56<br>15.8%      | 31<br>16.3%          | 37<br>17.1%<br>i          | 41<br>19.2%<br>I | 28<br>11.5%     | 22<br>15.6%        | 28<br>15.1%      |
| 6   | 91<br>9.1%<br>KB  | 1<br>1.4%        | 9<br>8.3%<br>B   | 28<br>10.2%<br>B   | 35<br>9.9%<br>B  | 18<br>9.5%<br>B      | 18<br>8.3%                | 27<br>12.6%<br>K | 24<br>9.9%<br>K | 13<br>9.2%         | 9<br>4.9%        |
| 5   | 56<br>5.6%<br>g   | 4<br>5.5%        | 5<br>4.6%        | 13<br>4.7%         | 27<br>7.6%<br>F  | 7<br>3.7%            | 7<br>3.2%                 | 15<br>7.0%<br>g  | 11<br>4.5%      | 9<br>6.4%          | 14<br>7.6%<br>g  |
| 4   | 19<br>1.9%<br>H   | 1<br>1.4%        | 2<br>1.8%        | 5<br>1.8%          | 5<br>1.4%        | 6<br>3.2%            | 3<br>1.4%                 | 1<br>0.5%        | 9<br>3.7%<br>HJ | 1<br>0.7%          | 5<br>2.7%<br>h   |
| 3   | 12<br>1.2%        | 1<br>1.4%        | 2<br>1.8%        | 5<br>1.8%          | 3<br>0.8%        | 1<br>0.5%            | 4<br>1.8%                 | 1<br>0.5%        | 3<br>1.2%       | 3<br>2.1%          | 1<br>0.5%        |
| 2   | 9<br>0.9%         |                  |                  | 2<br>0.7%          | 3<br>0.8%        | 4<br>2.1%            | 1<br>0.5%                 | 2<br>0.9%        | 1<br>0.4%       | 1<br>0.7%          | 4<br>2.2%        |
| Not At All Important  | 18<br>1.8%<br>Gf  | 2<br>2.7%        | 1<br>0.9%        | 6<br>2.2%          | 8<br>2.3%<br>f   | 1<br>0.5%            | 1<br>0.5%                 | 3<br>1.4%        | 4<br>1.6%       | 4<br>2.8%          | 6<br>3.2%<br>G   |
| Don't know  | 10<br>1.0%        | 2<br>2.7%        | 1<br>0.9%        | 2<br>0.7%          | 3<br>0.8%        | 2<br>1.1%            | 3<br>1.4%                 | 1<br>0.5%        | 2<br>0.8%       | 1<br>0.7%          | 3<br>1.6%        |
| Mean  | 7.76              | 7.99             | 7.89             | 7.65               | 7.67             | 7.94                 | 7.97<br>J                 | 7.70             | 7.83            | 7.55               | 7.65             |
| Base  | 990               | 71               | 108              | 272                | 351              | 188                  | 214                       | 213              | 241             | 140                | 182              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q8H. Of all of the items just rated, which one stands out as being most important?

|   | GENDER              |              |                  | AGE GROUP          |                      |                    |                   |                   |                   | ETHNIC IDENTITY   |                    |                 |            |
|---|---------------------|--------------|------------------|--------------------|----------------------|--------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-----------------|------------|
|   | TOTAL               | MALE         | FEMALE           | 18-24              | 25-34                | 35-44              | 45-54             | 55-64             | 65+               | CAUC              | AA                 | HISP            | OTHER      |
|   | (A)                 | (B)          | (C)              | (D)                | (E)                  | (F)                | (G)               | (H)               | (I)               | (J)               | (K)                | (L)             | (M)        |
| Base  | 1000                | 487          | 513              | 168                | 194                  | 224                | 156               | 134               | 122               | 838               | 127                | 20              | 25         |
| More high wage/high skill jobs  | 267<br>26.7%<br>h   | 136<br>27.9% | 131<br>25.5%     | 45<br>26.8%        | 67<br>34.5%<br>AfGHi | 60<br>26.8%        | 38<br>24.4%       | 27<br>20.1%       | 30<br>24.6%       | 210<br>25.1%      | 46<br>36.2%<br>AJ  | 7<br>35.0%      | 7<br>28.0% |
| Working more with universities to generate economic development                             | 215<br>21.5%<br>Ke  | 108<br>22.2% | 107<br>20.9%     | 39<br>23.2%<br>e   | 31<br>16.0%          | 51<br>22.8%<br>e   | 27<br>17.3%       | 34<br>25.4%<br>Eg | 33<br>27.0%<br>Eg | 194<br>23.2%<br>K | 15<br>11.8%        | 5<br>25.0%      | 4<br>16.0% |
| Continued learning opportunities for adults to engage in lifelong learning                  | 137<br>13.7%        | 60<br>12.3%  | 77<br>15.0%      | 21<br>12.5%        | 25<br>12.9%          | 33<br>14.7%        | 26<br>16.7%       | 18<br>13.4%       | 14<br>11.5%       | 108<br>12.9%      | 18<br>14.2%        | 6<br>30.0%<br>j | 6<br>24.0% |
| Start-up business opportunities for emerging entrepreneurs                                  | 124<br>12.4%<br>GH  | 67<br>13.8%  | 57<br>11.1%      | 26<br>15.5%<br>GHi | 32<br>16.5%<br>GHI   | 33<br>14.7%<br>GHi | 12<br>7.7%        | 10<br>7.5%        | 10<br>8.2%        | 97<br>11.6%       | 24<br>18.9%<br>aJL | 1<br>5.0%       | 4<br>16.0% |
| Efforts designed to support and grow Fayette County's agricultural industry                 | 111<br>11.1%<br>Kef | 45<br>9.2%   | 66<br>12.9%<br>b | 21<br>12.5%<br>e   | 14<br>7.2%           | 17<br>7.6%         | 21<br>13.5%<br>ef | 20<br>14.9%<br>EF | 18<br>14.8%<br>Ef | 101<br>12.1%<br>K | 7<br>5.5%          | 1<br>5.0%       | 3<br>12.0% |
| Establishing stronger working relationships with adjacent cities for regional cooperation   | 72<br>7.2%<br>d     | 37<br>7.6%   | 35<br>6.8%       | 7<br>4.2%          | 9<br>4.6%            | 16<br>7.1%         | 17<br>10.9%       | 12<br>9.0%<br>DE  | 11<br>9.0%<br>d   | 61<br>7.3%        | 10<br>7.9%         |                 | 1<br>4.0%  |
| Incentives for the business community to partner with government or sponsor public projects | 58<br>5.8%          | 26<br>5.3%   | 32<br>6.2%       | 7<br>4.2%          | 15<br>7.7%           | 12<br>5.4%         | 12<br>7.7%        | 7<br>5.2%         | 5<br>4.1%         | 52<br>6.2%        | 6<br>4.7%          |                 |            |
| None  | 16<br>1.6%<br>e     | 8<br>1.6%    | 8<br>1.6%        | 2<br>1.2%          | 1<br>0.5%            | 2<br>0.9%          | 3<br>1.9%         | 6<br>4.5%<br>dEfi | 1<br>0.8%         | 15<br>1.8%        | 1<br>0.8%          |                 |            |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q8H. Of all of the items just rated, which one stands out as being most important?

|   | AREA OF LEXINGTON |                  |                    |                  |                  |                  | YEARS LIVING IN LEXINGTON |                  |                    |                     |                   |
|---|-------------------|------------------|--------------------|------------------|------------------|------------------|---------------------------|------------------|--------------------|---------------------|-------------------|
|   | TOTAL             | NORTH            | DNTOWN             | WEST             | SOUTH            | EAST             | < 10                      | 10-19            | 20-29              | 30-39               | 40+               |
|   | (A)               | (B)              | (C)                | (D)              | (E)              | (F)              | (G)                       | (H)              | (I)                | (J)                 | (K)               |
| Base  | 1000              | 73               | 109                | 274              | 354              | 190              | 217                       | 214              | 243                | 141                 | 185               |
| More high wage/high skill jobs  | 267<br>26.7%      | 19<br>26.0%      | 35<br>32.1%        | 66<br>24.1%      | 88<br>24.9%      | 59<br>31.1%      | 66<br>30.4%               | 54<br>25.2%      | 63<br>25.9%        | 37<br>26.2%         | 47<br>25.4%       |
| Working more with universities to generate economic development                             | 215<br>21.5%      | 15<br>20.5%      | 17<br>15.6%        | 69<br>25.2%<br>C | 70<br>19.8%      | 44<br>23.2%      | 50<br>23.0%               | 48<br>22.4%      | 51<br>21.0%        | 26<br>18.4%         | 40<br>21.6%       |
| Continued learning opportunities for adults to engage in lifelong learning                  | 137<br>13.7%      | 8<br>11.0%       | 17<br>15.6%        | 40<br>14.6%      | 52<br>14.7%      | 20<br>10.5%      | 25<br>11.5%               | 35<br>16.4%<br>j | 42<br>17.3%<br>gJk | 14<br>9.9%          | 21<br>11.4%       |
| Start-up business opportunities for emerging entrepreneurs                                  | 124<br>12.4%<br>d | 9<br>12.3%       | 21<br>19.3%<br>aDe | 24<br>8.8%       | 40<br>11.3%      | 30<br>15.8%<br>D | 27<br>12.4%               | 33<br>15.4%<br>K | 31<br>12.8%        | 17<br>12.1%         | 16<br>8.6%        |
| Efforts designed to support and grow Fayette County's agricultural industry                 | 111<br>11.1%      | 12<br>16.4%      | 10<br>9.2%         | 31<br>11.3%      | 40<br>11.3%      | 18<br>9.5%       | 21<br>9.7%                | 24<br>11.2%      | 21<br>8.6%         | 16<br>11.3%         | 29<br>15.7%<br>gI |
| Establishing stronger working relationships with adjacent cities for regional cooperation   | 72<br>7.2%<br>HCf | 9<br>12.3%<br>CF | 2<br>1.8%          | 25<br>9.1%<br>CF | 28<br>7.9%<br>Cf | 8<br>4.2%        | 13<br>6.0%                | 6<br>2.8%        | 16<br>6.6%<br>h    | 19<br>13.5%<br>AGHI | 18<br>9.7%<br>H   |
| Incentives for the business community to partner with government or sponsor public projects | 58<br>5.8%        |                  | 6<br>5.5%          | 15<br>5.5%       | 29<br>8.2%<br>f  | 8<br>4.2%        | 13<br>6.0%                | 10<br>4.7%       | 15<br>6.2%         | 8<br>5.7%           | 12<br>6.5%        |
| None  | 16<br>1.6%        | 1<br>1.4%        | 1<br>0.9%          | 4<br>1.5%        | 7<br>2.0%        | 3<br>1.6%        | 2<br>0.9%                 | 4<br>1.9%        | 4<br>1.6%          | 4<br>2.8%           | 2<br>1.1%         |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | GENDER |      |        | AGE GROUP |       |       |       |       |      | ETHNIC IDENTITY |      |      |       |
|--|--------|------|--------|-----------|-------|-------|-------|-------|------|-----------------|------|------|-------|
|  | TOTAL  | MALE | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | CAUC            | AA   | HISP | OTHER |
|  | (A)    | (B)  | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)  | (J)             | (K)  | (L)  | (M)   |
| Base   | 1000   | 487  | 513    | 168       | 194   | 224   | 156   | 134   | 122  | 838             | 127  | 20   | 25    |
| SUMMARY OF MEANS   |        |      |        |           |       |       |       |       |      |                 |      |      |       |
| Open greenspace for all neighborhoods  | 8.65   | 8.40 | 8.88   | 8.63      | 8.85  | 8.53  | 8.53  | 8.66  | 8.72 | 8.60            | 8.88 | 8.70 | 9.04  |
| Base   | 996    | 485  | 511    | 166       | 194   | 224   | 156   | 134   | 120  | 835             | 126  | 20   | 25    |
| Programs designed to preserve Fayette County's rural landscape                     | 8.55   | 8.22 | 8.85   | 8.46      | 8.49  | 8.46  | 8.49  | 8.72  | 8.79 | 8.53            | 8.60 | 8.70 | 8.64  |
| Base   | 994    | 483  | 511    | 165       | 193   | 224   | 156   | 134   | 120  | 833             | 126  | 20   | 25    |
| Construction of buildings and infrastructure that is more environmentally friendly | 8.39   | 8.01 | 8.76   | 8.59      | 8.44  | 8.25  | 8.23  | 8.47  | 8.46 | 8.35            | 8.58 | 8.30 | 8.58  |
| Base   | 993    | 483  | 510    | 165       | 193   | 224   | 155   | 134   | 120  | 832             | 126  | 20   | 24    |
| New and efficient public transportation alternatives                               | 8.26   | 7.88 | 8.64   | 8.35      | 8.55  | 8.12  | 8.26  | 7.86  | 8.39 | 8.20            | 8.58 | 8.75 | 8.16  |
| Base   | 994    | 487  | 507    | 168       | 194   | 223   | 155   | 133   | 119  | 832             | 127  | 20   | 25    |
| Bike paths and trails, and pedestrian-friendly sidewalks                           | 8.09   | 7.79 | 8.39   | 8.30      | 8.35  | 8.04  | 7.88  | 7.94  | 7.91 | 8.06            | 8.22 | 8.30 | 8.32  |
| Base   | 998    | 487  | 511    | 168       | 194   | 224   | 156   | 134   | 120  | 836             | 127  | 20   | 25    |
| More multiple-unit, multi-level housing such as apartments and condominiums        | 6.27   | 6.23 | 6.30   | 6.93      | 6.31  | 6.13  | 5.79  | 5.90  | 6.51 | 6.11            | 7.06 | 7.20 | 6.80  |
| Base   | 993    | 483  | 510    | 167       | 191   | 224   | 155   | 134   | 120  | 832             | 126  | 20   | 25    |

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | AREA OF LEXINGTON |       |        |      |       |      | YEARS LIVING IN LEXINGTON |       |       |       |      |
|--|-------------------|-------|--------|------|-------|------|---------------------------|-------|-------|-------|------|
|  | TOTAL             | NORTH | DNTOWN | WEST | SOUTH | EAST | < 10                      | 10-19 | 20-29 | 30-39 | 40+  |
|  | (A)               | (B)   | (C)    | (D)  | (E)   | (F)  | (G)                       | (H)   | (I)   | (J)   | (K)  |
| Base   | 1000              | 73    | 109    | 274  | 354   | 190  | 217                       | 214   | 243   | 141   | 185  |
| SUMMARY OF MEANS   |                   |       |        |      |       |      |                           |       |       |       |      |
| Open greenspace for all neighborhoods  | 8.65              | 8.76  | 8.80   | 8.60 | 8.61  | 8.67 | 8.68                      | 8.54  | 8.70  | 8.53  | 8.76 |
| Base   | 996               | 71    | 108    | 274  | 354   | 189  | 216                       | 213   | 242   | 141   | 184  |
| Programs designed to preserve Fayette County's rural landscape                     | 8.55              | 8.75  | 8.56   | 8.60 | 8.46  | 8.55 | 8.39                      | 8.49  | 8.54  | 8.60  | 8.76 |
| Base   | 994               | 71    | 108    | 274  | 354   | 187  | 215                       | 212   | 242   | 141   | 184  |
| Construction of buildings and infrastructure that is more environmentally friendly | 8.39              | 8.52  | 8.56   | 8.42 | 8.35  | 8.30 | 8.40                      | 8.29  | 8.44  | 8.35  | 8.47 |
| Base   | 993               | 71    | 108    | 273  | 353   | 188  | 214                       | 212   | 242   | 141   | 184  |
| New and efficient public transportation alternatives                               | 8.26              | 8.72  | 8.53   | 8.35 | 8.09  | 8.13 | 8.48                      | 8.23  | 8.37  | 8.09  | 8.04 |
| Base   | 994               | 72    | 109    | 274  | 351   | 188  | 216                       | 214   | 241   | 141   | 182  |
| Bike paths and trails, and pedestrian-friendly sidewalks                           | 8.09              | 8.46  | 8.04   | 8.11 | 8.03  | 8.07 | 8.25                      | 7.92  | 8.27  | 7.96  | 7.98 |
| Base   | 998               | 72    | 109    | 273  | 354   | 190  | 217                       | 214   | 243   | 141   | 183  |
| More multiple-unit, multi-level housing such as apartments and condominiums        | 6.27              | 6.72  | 6.71   | 6.21 | 6.14  | 6.16 | 6.40                      | 6.13  | 6.44  | 6.13  | 6.14 |
| Base   | 993               | 71    | 109    | 273  | 353   | 187  | 215                       | 212   | 242   | 141   | 183  |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
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Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|                                       | GENDER            |                   |                    | AGE GROUP        |                    |                  |                  |                  |                  | ETHNIC IDENTITY   |                  |                  |                  |
|---------------------------------------|-------------------|-------------------|--------------------|------------------|--------------------|------------------|------------------|------------------|------------------|-------------------|------------------|------------------|------------------|
|                                       | TOTAL             | MALE              | FEMALE             | 18-24            | 25-34              | 35-44            | 45-54            | 55-64            | 65+              | CAUC              | AA               | HISP             | OTHER            |
|                                       | (A)               | (B)               | (C)                | (D)              | (E)                | (F)              | (G)              | (H)              | (I)              | (J)               | (K)              | (L)              | (M)              |
| Base                                  | 1000              | 487               | 513                | 168              | 194                | 224              | 156              | 134              | 122              | 838               | 127              | 20               | 25               |
| Open greenspace for all neighborhoods |                   |                   |                    |                  |                    |                  |                  |                  |                  |                   |                  |                  |                  |
| Very Important                        | 435<br>43.5%<br>B | 174<br>35.7%<br>B | 261<br>50.9%<br>AB | 67<br>39.9%<br>h | 95<br>49.0%<br>dfg | 91<br>40.6%<br>g | 61<br>39.1%<br>g | 66<br>49.3%<br>g | 54<br>44.3%<br>g | 358<br>42.7%<br>g | 58<br>45.7%<br>g | 11<br>55.0%<br>g | 12<br>48.0%<br>g |
| 9                                     | 181<br>18.1%<br>h | 93<br>19.1%<br>h  | 88<br>17.2%<br>h   | 34<br>20.2%<br>h | 32<br>16.5%<br>H   | 46<br>20.5%<br>H | 29<br>18.6%<br>H | 17<br>12.7%<br>H | 23<br>18.9%<br>H | 147<br>17.5%<br>H | 27<br>21.3%<br>H | 4<br>20.0%<br>H  | 7<br>28.0%<br>H  |
| 8                                     | 187<br>18.7%<br>L | 98<br>20.1%<br>L  | 89<br>17.3%<br>L   | 35<br>20.8%<br>L | 33<br>17.0%<br>L   | 36<br>16.1%<br>L | 34<br>21.8%<br>L | 24<br>17.9%<br>L | 24<br>19.7%<br>L | 156<br>18.6%<br>L | 27<br>21.3%<br>L | 1<br>5.0%<br>L   | 3<br>12.0%<br>L  |
| 7                                     | 89<br>8.9%<br>Kc  | 56<br>11.5%<br>C  | 33<br>6.4%<br>C    | 12<br>7.1%<br>C  | 17<br>8.8%<br>C    | 23<br>10.3%<br>C | 16<br>10.3%<br>C | 12<br>9.0%<br>C  | 9<br>7.4%<br>C   | 83<br>9.9%<br>K   | 5<br>3.9%<br>K   | 1<br>5.0%<br>K   | 1<br>4.0%<br>K   |
| 6                                     | 49<br>4.9%<br>k   | 31<br>6.4%<br>C   | 18<br>3.5%<br>C    | 12<br>7.1%<br>C  | 10<br>5.2%<br>C    | 13<br>5.8%<br>C  | 5<br>3.2%<br>C   | 5<br>3.7%<br>C   | 4<br>3.3%<br>C   | 43<br>5.1%<br>k   | 3<br>2.4%<br>k   | 2<br>10.0%<br>k  | 2<br>8.0%<br>k   |
| 5                                     | 33<br>3.3%<br>DI  | 21<br>4.3%<br>c   | 12<br>2.3%<br>c    | 2<br>1.2%<br>c   | 7<br>3.6%<br>i     | 9<br>4.0%<br>dI  | 7<br>4.5%<br>dI  | 7<br>5.2%<br>dI  | 1<br>0.8%<br>dI  | 29<br>3.5%<br>dI  | 4<br>3.1%<br>dI  |                  |                  |
| 4                                     | 8<br>0.8%<br>K    | 4<br>0.8%<br>K    | 4<br>0.8%<br>K     | 1<br>0.6%<br>K   |                    | 1<br>0.4%<br>K   | 2<br>1.3%<br>K   | 1<br>0.7%<br>K   | 3<br>2.5%<br>K   | 7<br>0.8%<br>K    | 1<br>0.8%<br>K   |                  |                  |
| 3                                     | 4<br>0.4%<br>K    | 3<br>0.6%<br>K    | 1<br>0.2%<br>K     | 2<br>1.2%<br>K   |                    | 2<br>0.9%<br>K   |                  |                  |                  | 3<br>0.4%<br>K    | 1<br>0.8%<br>K   |                  |                  |
| 2                                     | 3<br>0.3%<br>K    | 1<br>0.2%<br>K    | 2<br>0.4%<br>K     |                  |                    | 2<br>0.9%<br>K   |                  |                  | 1<br>0.8%<br>K   | 3<br>0.4%<br>K    |                  |                  |                  |
| Not At All Important                  | 7<br>0.7%<br>K    | 4<br>0.8%<br>K    | 3<br>0.6%<br>K     | 1<br>0.6%<br>K   |                    | 1<br>0.4%<br>K   | 2<br>1.3%<br>K   | 2<br>1.5%<br>K   | 1<br>0.8%<br>K   | 6<br>0.7%<br>K    |                  | 1<br>5.0%<br>K   |                  |
| Don't know                            | 4<br>0.4%<br>K    | 2<br>0.4%<br>K    | 2<br>0.4%<br>K     | 2<br>1.2%<br>K   |                    |                  |                  |                  | 2<br>1.6%<br>K   | 3<br>0.4%<br>K    | 1<br>0.8%<br>K   |                  |                  |
| Mean                                  | 8.65<br>B         | 8.40<br>B         | 8.88<br>AB         | 8.63<br>B        | 8.85<br>Fg         | 8.53<br>Fg       | 8.53<br>Fg       | 8.66<br>Fg       | 8.72<br>Fg       | 8.60<br>Fg        | 8.88<br>j        | 8.70<br>j        | 9.04<br>j        |
| Base                                  | 996               | 485               | 511                | 166              | 194                | 224              | 156              | 134              | 120              | 835               | 126              | 20               | 25               |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
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Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | GENDER            |                  |                    | AGE GROUP       |                 |                 |                     |                     |                     | ETHNIC IDENTITY |             |             |             |
|--|-------------------|------------------|--------------------|-----------------|-----------------|-----------------|---------------------|---------------------|---------------------|-----------------|-------------|-------------|-------------|
|  | TOTAL             | MALE             | FEMALE             | 18-24           | 25-34           | 35-44           | 45-54               | 55-64               | 65+                 | CAUC            | AA          | HISP        | OTHER       |
|  | (A)               | (B)              | (C)                | (D)             | (E)             | (F)             | (G)                 | (H)                 | (I)                 | (J)             | (K)         | (L)         | (M)         |
| Programs designed to preserve Fayette County's rural landscape |                   |                  |                    |                 |                 |                 |                     |                     |                     |                 |             |             |             |
| Very Important   | 424<br>42.4%<br>B | 169<br>34.7%     | 255<br>49.7%<br>AB | 65<br>38.7%     | 82<br>42.3%     | 90<br>40.2%     | 56<br>35.9%         | 67<br>50.0%<br>aDfG | 63<br>51.6%<br>aDFG | 351<br>41.9%    | 56<br>44.1% | 10<br>50.0% | 12<br>48.0% |
| 9  | 176<br>17.6%      | 81<br>16.6%      | 95<br>18.5%        | 32<br>19.0%     | 28<br>14.4%     | 41<br>18.3%     | 37<br>23.7%<br>aEhi | 20<br>14.9%         | 18<br>14.8%         | 146<br>17.4%    | 25<br>19.7% | 2<br>10.0%  | 5<br>20.0%  |
| 8  | 189<br>18.9%      | 102<br>20.9%     | 87<br>17.0%        | 28<br>16.7%     | 42<br>21.6%     | 48<br>21.4%     | 30<br>19.2%         | 23<br>17.2%         | 18<br>14.8%         | 160<br>19.1%    | 21<br>16.5% | 4<br>20.0%  | 5<br>20.0%  |
| 7  | 81<br>8.1%<br>Kc  | 51<br>10.5%<br>C | 30<br>5.8%         | 16<br>9.5%      | 15<br>7.7%      | 14<br>6.2%      | 13<br>8.3%          | 10<br>7.5%          | 12<br>9.8%          | 74<br>8.8%<br>K | 5<br>3.9%   | 2<br>10.0%  | 1<br>4.0%   |
| 6  | 48<br>4.8%<br>I   | 31<br>6.4%<br>C  | 17<br>3.3%         | 11<br>6.5%<br>I | 13<br>6.7%<br>I | 13<br>5.8%<br>I | 5<br>3.2%           | 4<br>3.0%           | 2<br>1.6%           | 41<br>4.9%      | 8<br>6.3%   |             |             |
| 5  | 39<br>3.9%        | 24<br>4.9%       | 15<br>2.9%         | 7<br>4.2%       | 8<br>4.1%       | 6<br>2.7%       | 10<br>6.4%<br>f     | 5<br>3.7%           | 3<br>2.5%           | 29<br>3.5%      | 7<br>5.5%   | 2<br>10.0%  |             |
| 4  | 18<br>1.8%        | 13<br>2.7%<br>C  | 5<br>1.0%          | 4<br>2.4%       |                 | 6<br>2.7%       | 5<br>3.2%           | 2<br>1.5%           | 1<br>0.8%           | 16<br>1.9%      | 2<br>1.6%   |             |             |
| 3  | 6<br>0.6%         | 4<br>0.8%        | 2<br>0.4%          | 1<br>0.6%       | 1<br>0.5%       | 2<br>0.9%       |                     | 2<br>1.5%           |                     | 4<br>0.5%       | 1<br>0.8%   |             | 1<br>4.0%   |
| 2  | 5<br>0.5%         | 2<br>0.4%        | 3<br>0.6%          | 1<br>0.6%       | 1<br>0.5%       | 2<br>0.9%       |                     |                     | 1<br>0.8%           | 4<br>0.5%       | 1<br>0.8%   |             |             |
| Not At All Important   | 8<br>0.8%         | 6<br>1.2%        | 2<br>0.4%          |                 | 3<br>1.5%       | 2<br>0.9%       |                     | 1<br>0.7%           | 2<br>1.6%           | 8<br>1.0%       |             |             | 1<br>4.0%   |
| Don't know   | 6<br>0.6%         | 4<br>0.8%        | 2<br>0.4%          | 3<br>1.8%       | 1<br>0.5%       |                 |                     |                     | 2<br>1.6%           | 5<br>0.6%       | 1<br>0.8%   |             |             |
| Mean   | 8.55<br>B         | 8.22             | 8.85<br>AB         | 8.46            | 8.49            | 8.46            | 8.49                | 8.72                | 8.79                | 8.53            | 8.60        | 8.70        | 8.64        |
| Base   | 994               | 483              | 511                | 165             | 193             | 224             | 156                 | 134                 | 120                 | 833             | 126         | 20          | 25          |

Note: Very Important=10; Not At All Important=1

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|--|--------------------|--------------------|--------------------|-------------------|------------------|------------------|--------------------|---------------------|------------------|-------------------|------------------|-----------------|------------------|
|  | TOTAL              | MALE               | FEMALE             | 18-24             | 25-34            | 35-44            | 45-54              | 55-64               | 65+              | CAUC              | AA               | HISP            | OTHER            |
|  | (A)                | (B)                | (C)                | (D)               | (E)              | (F)              | (G)                | (H)                 | (I)              | (J)               | (K)              | (L)             | (M)              |
| Construction of buildings and infrastructure that is more environmentally friendly |                    |                    |                    |                   |                  |                  |                    |                     |                  |                   |                  |                 |                  |
| Very Important   | 367<br>36.7%<br>B  | 127<br>26.1%<br>B  | 240<br>46.8%<br>AB | 58<br>34.5%<br>D  | 78<br>40.2%<br>f | 71<br>31.7%<br>F | 50<br>32.1%<br>G   | 60<br>44.8%<br>adFG | 49<br>40.2%<br>I | 303<br>36.2%<br>J | 50<br>39.4%<br>K | 6<br>30.0%<br>L | 11<br>44.0%<br>M |
| 9  | 185<br>18.5%<br>H  | 88<br>18.1%<br>H   | 97<br>18.9%<br>H   | 40<br>23.8%<br>eH | 32<br>16.5%<br>E | 46<br>20.5%<br>F | 28<br>17.9%<br>G   | 15<br>11.2%<br>H    | 24<br>19.7%<br>I | 151<br>18.0%<br>J | 27<br>21.3%<br>K | 2<br>10.0%<br>L | 5<br>20.0%<br>M  |
| 8  | 200<br>20.0%<br>MC | 119<br>24.4%<br>aC | 81<br>15.8%<br>C   | 36<br>21.4%<br>D  | 34<br>17.5%<br>E | 52<br>23.2%<br>F | 32<br>20.5%<br>G   | 25<br>18.7%<br>H    | 21<br>17.2%<br>I | 172<br>20.5%<br>M | 23<br>18.1%<br>K | 6<br>30.0%<br>m | 2<br>8.0%<br>M   |
| 7  | 112<br>11.2%<br>C  | 66<br>13.6%<br>C   | 46<br>9.0%<br>C    | 14<br>8.3%<br>D   | 26<br>13.4%<br>E | 20<br>8.9%<br>F  | 24<br>15.4%<br>Dfi | 17<br>12.7%<br>H    | 10<br>8.2%<br>I  | 92<br>11.0%<br>J  | 12<br>9.4%<br>K  | 5<br>25.0%<br>L | 3<br>12.0%<br>M  |
| 6  | 56<br>5.6%<br>c    | 37<br>7.6%<br>C    | 19<br>3.7%<br>C    | 12<br>7.1%<br>D   | 7<br>3.6%<br>E   | 14<br>6.2%<br>F  | 11<br>7.1%<br>G    | 6<br>4.5%<br>H      | 6<br>4.9%<br>I   | 49<br>5.8%<br>J   | 7<br>5.5%<br>K   |                 | 2<br>8.0%<br>M   |
| 5  | 34<br>3.4%<br>D    | 19<br>3.9%<br>D    | 15<br>2.9%<br>D    | 2<br>1.2%<br>D    | 8<br>4.1%<br>d   | 10<br>4.5%<br>D  | 3<br>1.9%<br>D     | 7<br>5.2%<br>d      | 4<br>3.3%<br>I   | 30<br>3.6%<br>J   | 3<br>2.4%<br>K   | 1<br>5.0%<br>L  |                  |
| 4  | 15<br>1.5%<br>c    | 11<br>2.3%<br>c    | 4<br>0.8%<br>C     | 1<br>0.6%<br>D    | 3<br>1.5%<br>E   | 4<br>1.8%<br>F   | 2<br>1.3%<br>G     | 2<br>1.5%<br>H      | 3<br>2.5%<br>I   | 13<br>1.6%<br>J   | 2<br>1.6%<br>K   |                 |                  |
| 3  | 10<br>1.0%<br>C    | 7<br>1.4%<br>C     | 3<br>0.6%<br>C     | 1<br>0.6%<br>D    | 3<br>1.5%<br>E   | 4<br>1.8%<br>F   | 2<br>1.3%<br>G     |                     |                  | 9<br>1.1%<br>J    | 1<br>0.8%<br>K   |                 |                  |
| 2  | 6<br>0.6%<br>c     | 2<br>0.4%<br>C     | 4<br>0.8%<br>C     | 1<br>0.6%<br>D    | 2<br>1.0%<br>E   | 2<br>0.9%<br>F   | 1<br>0.6%<br>G     |                     |                  | 5<br>0.6%<br>J    | 1<br>0.8%<br>K   |                 | 1<br>4.0%<br>M   |
| Not At All Important   | 8<br>0.8%<br>c     | 7<br>1.4%<br>C     | 1<br>0.2%<br>C     |                   |                  | 1<br>0.4%<br>F   | 2<br>1.3%<br>G     | 2<br>1.5%<br>H      | 3<br>2.5%<br>I   | 8<br>1.0%<br>J    |                  |                 |                  |
| Don't know   | 7<br>0.7%<br>c     | 4<br>0.8%<br>C     | 3<br>0.6%<br>C     | 3<br>1.8%<br>D    | 1<br>0.5%<br>E   |                  | 1<br>0.6%<br>G     |                     | 2<br>1.6%<br>I   | 6<br>0.7%<br>J    | 1<br>0.8%<br>K   |                 | 1<br>4.0%<br>M   |
| Mean   | 8.39<br>B          | 8.01<br>B          | 8.76<br>AB         | 8.59<br>fg        | 8.44<br>E        | 8.25<br>F        | 8.23<br>G          | 8.47<br>H           | 8.46<br>I        | 8.35<br>J         | 8.58<br>K        | 8.30<br>L       | 8.58<br>M        |
| Base   | 993                | 483                | 510                | 165               | 193              | 224              | 155                | 134                 | 120              | 832               | 126              | 20              | 24               |

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|--|-------------------|-------------------|--------------------|------------------|-------------------|------------------|------------------|------------------|------------------|-------------------|------------------|-------------------|------------------|
|  | TOTAL             | MALE              | FEMALE             | 18-24            | 25-34             | 35-44            | 45-54            | 55-64            | 65+              | CAUC              | AA               | HISP              | OTHER            |
|  | (A)               | (B)               | (C)                | (D)              | (E)               | (F)              | (G)              | (H)              | (I)              | (J)               | (K)              | (L)               | (M)              |
| New and efficient public transportation alternatives |                   |                   |                    |                  |                   |                  |                  |                  |                  |                   |                  |                   |                  |
| Very Important                                       | 399<br>39.9%<br>B | 166<br>34.1%<br>B | 233<br>45.4%<br>AB | 66<br>39.3%<br>D | 89<br>45.9%<br>Ph | 81<br>36.2%<br>F | 65<br>41.7%<br>G | 48<br>35.8%<br>H | 49<br>40.2%<br>I | 321<br>38.3%<br>J | 59<br>46.5%<br>j | 13<br>65.0%<br>AJ | 11<br>44.0%<br>M |
| 9  | 179<br>17.9%      | 81<br>16.6%       | 98<br>19.1%        | 35<br>20.8%      | 30<br>15.5%       | 39<br>17.4%      | 28<br>17.9%      | 24<br>17.9%      | 23<br>18.9%      | 155<br>18.5%      | 17<br>13.4%      | 2<br>10.0%        | 4<br>16.0%       |
| 8  | 162<br>16.2%      | 84<br>17.2%       | 78<br>15.2%        | 29<br>17.3%      | 33<br>17.0%       | 38<br>17.0%      | 22<br>14.1%      | 19<br>14.2%      | 20<br>16.4%      | 136<br>16.2%      | 23<br>18.1%      | 2<br>10.0%        | 4<br>16.0%       |
| 7  | 88<br>8.8%        | 48<br>9.9%        | 40<br>7.8%         | 11<br>6.5%       | 15<br>7.7%        | 24<br>10.7%      | 15<br>9.6%       | 10<br>7.5%       | 13<br>10.7%      | 71<br>8.5%        | 16<br>12.6%<br>m |                   | 1<br>4.0%        |
| 6  | 47<br>4.7%        | 30<br>6.2%<br>C   | 17<br>3.3%         | 7<br>4.2%        | 13<br>6.7%<br>gi  | 12<br>5.4%       | 4<br>2.6%        | 8<br>6.0%        | 3<br>2.5%        | 43<br>5.1%<br>k   | 3<br>2.4%        |                   | 1<br>4.0%        |
| 5  | 51<br>5.1%<br>e   | 29<br>6.0%        | 22<br>4.3%         | 10<br>6.0%       | 5<br>2.6%         | 13<br>5.8%<br>e  | 10<br>6.4%<br>e  | 9<br>6.7%<br>e   | 4<br>3.3%        | 44<br>5.3%        | 5<br>3.9%        | 2<br>10.0%        | 1<br>4.0%        |
| 4  | 18<br>1.8%        | 13<br>2.7%<br>C   | 5<br>1.0%          | 2<br>1.2%        | 4<br>2.1%         | 5<br>2.2%        | 1<br>0.6%        | 5<br>3.7%<br>g   | 1<br>0.8%        | 17<br>2.0%        |                  |                   | 1<br>4.0%        |
| 3  | 16<br>1.6%        | 11<br>2.3%        | 5<br>1.0%          | 4<br>2.4%        | 2<br>1.0%         | 4<br>1.8%        | 3<br>1.9%        | 2<br>1.5%        | 1<br>0.8%        | 14<br>1.7%        | 2<br>1.6%        |                   |                  |
| 2  | 11<br>1.1%        | 5<br>1.0%         | 6<br>1.2%          | 2<br>1.2%        | 2<br>1.0%         | 1<br>0.4%        | 4<br>2.6%        | 1<br>0.7%        | 1<br>0.8%        | 11<br>1.3%        |                  |                   | 2<br>8.0%        |
| Not At All Important                                 | 23<br>2.3%<br>EC  | 20<br>4.1%<br>aC  | 3<br>0.6%          | 2<br>1.2%        | 1<br>0.5%         | 6<br>2.7%<br>e   | 3<br>1.9%        | 7<br>5.2%<br>dE  | 4<br>3.3%        | 20<br>2.4%        | 2<br>1.6%        | 1<br>5.0%         |                  |
| Don't know   | 6<br>0.6%         |                   | 6<br>1.2%          |                  |                   | 1<br>0.4%        | 1<br>0.6%        | 1<br>0.7%        | 3<br>2.5%        | 6<br>0.7%         |                  |                   |                  |
| Mean   | 8.26<br>hB        | 7.88              | 8.64<br>AB         | 8.35<br>h        | 8.55<br>aFH       | 8.12             | 8.26             | 7.86             | 8.39<br>h        | 8.20              | 8.58<br>j        | 8.75              | 8.16             |
| Base   | 994               | 487               | 507                | 168              | 194               | 223              | 155              | 133              | 119              | 832               | 127              | 20                | 25               |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|   | GENDER             |                  |                    | AGE GROUP          |                   |                  |                |                   |                 | ETHNIC IDENTITY    |             |            |             |
|---|--------------------|------------------|--------------------|--------------------|-------------------|------------------|----------------|-------------------|-----------------|--------------------|-------------|------------|-------------|
|   | TOTAL              | MALE             | FEMALE             | 18-24              | 25-34             | 35-44            | 45-54          | 55-64             | 65+             | CAUC               | AA          | HISP       | OTHER       |
|   | (A)                | (B)              | (C)                | (D)                | (E)               | (F)              | (G)            | (H)               | (I)             | (J)                | (K)         | (L)        | (M)         |
| <b>Bike paths and trails, and pedestrian-friendly sidewalks</b> |                    |                  |                    |                    |                   |                  |                |                   |                 |                    |             |            |             |
| Very Important  | 320<br>32.0%<br>B  | 122<br>25.1%     | 198<br>38.6%<br>AB | 51<br>30.4%        | 71<br>36.6%<br>fI | 64<br>28.6%      | 51<br>32.7%    | 50<br>37.3%<br>fi | 32<br>26.2%     | 259<br>30.9%       | 44<br>34.6% | 9<br>45.0% | 11<br>44.0% |
| 9   | 172<br>17.2%<br>h  | 88<br>18.1%      | 84<br>16.4%        | 39<br>23.2%<br>aGH | 34<br>17.5%       | 42<br>18.8%      | 20<br>12.8%    | 16<br>11.9%       | 21<br>17.2%     | 142<br>16.9%       | 24<br>18.9% | 6<br>30.0% | 3<br>12.0%  |
| 8   | 208<br>20.8%       | 105<br>21.6%     | 103<br>20.1%       | 33<br>19.6%        | 44<br>22.7%       | 57<br>25.4%<br>H | 30<br>19.2%    | 21<br>15.7%       | 22<br>18.0%     | 172<br>20.5%       | 33<br>26.0% |            | 5<br>20.0%  |
| 7   | 133<br>13.3%<br>KM | 67<br>13.8%      | 66<br>12.9%        | 19<br>11.3%        | 21<br>10.8%       | 24<br>10.7%      | 26<br>16.7%    | 22<br>16.4%       | 21<br>17.2%     | 123<br>14.7%<br>KM | 8<br>6.3%   |            | 1<br>4.0%   |
| 6   | 57<br>5.7%<br>hC   | 42<br>8.6%<br>AC | 15<br>2.9%         | 14<br>8.3%<br>H    | 9<br>4.6%         | 11<br>4.9%       | 9<br>5.8%      | 4<br>3.0%         | 10<br>8.2%<br>h | 49<br>5.8%         | 5<br>3.9%   | 3<br>15.0% | 2<br>8.0%   |
| 5   | 56<br>5.6%<br>e    | 30<br>6.2%       | 26<br>5.1%         | 9<br>5.4%          | 6<br>3.1%         | 15<br>6.7%<br>e  | 7<br>4.5%      | 10<br>7.5%<br>e   | 9<br>7.4%       | 49<br>5.8%         | 5<br>3.9%   |            | 2<br>8.0%   |
| 4   | 11<br>1.1%         | 6<br>1.2%        | 5<br>1.0%          | 1<br>0.6%          | 2<br>1.0%         | 1<br>0.4%        | 3<br>1.9%      | 3<br>2.2%         | 1<br>0.8%       | 11<br>1.3%         |             |            |             |
| 3   | 9<br>0.9%          | 6<br>1.2%        | 3<br>0.6%          |                    | 2<br>1.0%         | 1<br>0.4%        | 2<br>1.3%      | 2<br>1.5%         | 2<br>1.6%       | 6<br>0.7%          | 2<br>1.6%   | 1<br>5.0%  |             |
| 2   | 9<br>0.9%          | 6<br>1.2%        | 3<br>0.6%          | 1<br>0.6%          | 2<br>1.0%         | 3<br>1.3%        | 3<br>1.9%      |                   |                 | 8<br>1.0%          | 1<br>0.8%   |            | 1<br>4.0%   |
| Not At All Important  | 23<br>2.3%<br>D    | 15<br>3.1%       | 8<br>1.6%          | 1<br>0.6%          | 3<br>1.5%         | 6<br>2.7%<br>d   | 5<br>3.2%<br>d | 6<br>4.5%<br>D    | 2<br>1.6%       | 17<br>2.0%         | 5<br>3.9%   | 1<br>5.0%  |             |
| Don't know  | 2<br>0.2%          |                  | 2<br>0.4%          |                    |                   |                  |                |                   | 2<br>1.6%       | 2<br>0.2%          |             |            |             |
| Mean  | 8.09<br>B          | 7.79             | 8.39<br>AB         | 8.30<br>gi         | 8.35<br>GhI       | 8.04             | 7.88           | 7.94              | 7.91            | 8.06               | 8.22        | 8.30       | 8.32        |
| Base  | 998                | 487              | 511                | 168                | 194               | 224              | 156            | 134               | 120             | 836                | 127         | 20         | 25          |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
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Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|   | GENDER             |             |             | AGE GROUP            |                     |                  |                  |                  |                   | ETHNIC IDENTITY   |                    |                   |                   |
|---|--------------------|-------------|-------------|----------------------|---------------------|------------------|------------------|------------------|-------------------|-------------------|--------------------|-------------------|-------------------|
|   | TOTAL              | MALE        | FEMALE      | 18-24                | 25-34               | 35-44            | 45-54            | 55-64            | 65+               | CAUC              | AA                 | HISP              | OTHER             |
|   | (A)                | (B)         | (C)         | (D)                  | (E)                 | (F)              | (G)              | (H)              | (I)               | (J)               | (K)                | (L)               | (M)               |
| More multiple-unit, multi-level housing such as apartments and condominiums |                    |             |             |                      |                     |                  |                  |                  |                   |                   |                    |                   |                   |
| Very Important  | 121<br>12.1%<br>jG | 54<br>11.1% | 67<br>13.1% | 32<br>19.0%<br>AeFGH | 23<br>11.9%<br>g    | 25<br>11.2%<br>g | 10<br>6.4%       | 11<br>8.2%       | 19<br>15.6%<br>Gh | 78<br>9.3%        | 35<br>27.6%<br>AJM | 8<br>40.0%<br>AJM | 2<br>8.0%         |
| 9   | 70<br>7.0%<br>I    | 38<br>7.8%  | 32<br>6.2%  | 17<br>10.1%<br>I     | 12<br>6.2%          | 21<br>9.4%<br>I  | 9<br>5.8%        | 7<br>5.2%        | 4<br>3.3%         | 58<br>6.9%        | 7<br>5.5%          | 3<br>15.0%        | 2<br>8.0%         |
| 8   | 167<br>16.7%<br>Lf | 75<br>15.4% | 92<br>17.9% | 29<br>17.3%          | 34<br>17.5%         | 28<br>12.5%      | 26<br>16.7%      | 24<br>17.9%      | 26<br>21.3%<br>F  | 138<br>16.5%<br>L | 24<br>18.9%<br>L   | 1<br>5.0%         | 5<br>20.0%        |
| 7   | 142<br>14.2%<br>e  | 74<br>15.2% | 68<br>13.3% | 25<br>14.9%          | 19<br>9.8%          | 33<br>14.7%      | 25<br>16.0%<br>e | 18<br>13.4%      | 21<br>17.2%<br>e  | 122<br>14.6%      | 13<br>10.2%        |                   | 8<br>32.0%<br>ajK |
| 6   | 120<br>12.0%<br>K  | 61<br>12.5% | 59<br>11.5% | 20<br>11.9%          | 27<br>13.9%         | 28<br>12.5%      | 17<br>10.9%      | 16<br>11.9%      | 12<br>9.8%        | 110<br>13.1%<br>K | 8<br>6.3%          | 1<br>5.0%         | 2<br>8.0%         |
| 5   | 137<br>13.7%<br>D  | 63<br>12.9% | 74<br>14.4% | 12<br>7.1%           | 39<br>20.1%<br>ADFI | 29<br>12.9%<br>d | 24<br>15.4%<br>D | 21<br>15.7%<br>D | 12<br>9.8%        | 115<br>13.7%      | 18<br>14.2%        | 3<br>15.0%        | 4<br>16.0%        |
| 4   | 83<br>8.3%<br>K    | 44<br>9.0%  | 39<br>7.6%  | 13<br>7.7%           | 14<br>7.2%          | 23<br>10.3%      | 14<br>9.0%       | 11<br>8.2%       | 8<br>6.6%         | 79<br>9.4%<br>K   | 5<br>3.9%          |                   |                   |
| 3   | 57<br>5.7%         | 28<br>5.7%  | 29<br>5.7%  | 9<br>5.4%            | 8<br>4.1%           | 14<br>6.2%       | 8<br>5.1%        | 11<br>8.2%       | 7<br>5.7%         | 48<br>5.7%        | 8<br>6.3%          | 1<br>5.0%         |                   |
| 2   | 48<br>4.8%         | 21<br>4.3%  | 27<br>5.3%  | 9<br>5.4%            | 10<br>5.2%          | 9<br>4.0%        | 10<br>6.4%       | 6<br>4.5%        | 4<br>3.3%         | 42<br>5.0%        | 4<br>3.1%          | 2<br>10.0%        | 2<br>8.0%         |
| Not At All Important  | 48<br>4.8%<br>De   | 25<br>5.1%  | 23<br>4.5%  | 1<br>0.6%            | 5<br>2.6%           | 14<br>6.2%<br>De | 12<br>7.7%<br>DE | 9<br>6.7%<br>De  | 7<br>5.7%<br>D    | 42<br>5.0%        | 4<br>3.1%          | 1<br>5.0%         |                   |
| Don't know  | 7<br>0.7%          | 4<br>0.8%   | 3<br>0.6%   | 1<br>0.6%            | 3<br>1.5%           |                  | 1<br>0.6%        |                  | 2<br>1.6%         | 6<br>0.7%         | 1<br>0.8%          |                   |                   |
| Mean  | 6.27<br>G          | 6.23        | 6.30        | 6.93<br>AEFGH        | 6.31<br>g           | 6.13             | 5.79             | 5.90             | 6.51<br>Gh        | 6.11              | 7.06<br>AJ         | 7.20<br>j         | 6.80              |
| Base  | 993                | 483         | 510         | 167                  | 191                 | 224              | 155              | 134              | 120               | 832               | 126                | 20                | 25                |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|                                       | AREA OF LEXINGTON |             |             |                  |                    |                  | YEARS LIVING IN LEXINGTON |                   |                 |                  |             |
|---------------------------------------|-------------------|-------------|-------------|------------------|--------------------|------------------|---------------------------|-------------------|-----------------|------------------|-------------|
|                                       | TOTAL             | NORTH       | DNTOWN      | WEST             | SOUTH              | EAST             | < 10                      | 10-19             | 20-29           | 30-39            | 40+         |
|                                       | (A)               | (B)         | (C)         | (D)              | (E)                | (F)              | (G)                       | (H)               | (I)             | (J)              | (K)         |
| Base                                  | 1000              | 73          | 109         | 274              | 354                | 190              | 217                       | 214               | 243             | 141              | 185         |
| Open greenspace for all neighborhoods |                   |             |             |                  |                    |                  |                           |                   |                 |                  |             |
| Very Important                        | 435<br>43.5%      | 34<br>46.6% | 49<br>45.0% | 118<br>43.1%     | 156<br>44.1%       | 78<br>41.1%      | 89<br>41.0%               | 87<br>40.7%       | 113<br>46.5%    | 59<br>41.8%      | 87<br>47.0% |
| 9                                     | 181<br>18.1%      | 17<br>23.3% | 21<br>19.3% | 46<br>16.8%      | 58<br>16.4%        | 39<br>20.5%      | 50<br>23.0%<br>hi         | 34<br>15.9%       | 40<br>16.5%     | 23<br>16.3%      | 34<br>18.4% |
| 8                                     | 187<br>18.7%<br>B | 8<br>11.0%  | 20<br>18.3% | 59<br>21.5%<br>B | 62<br>17.5%        | 38<br>20.0%<br>b | 34<br>15.7%               | 49<br>22.9%<br>gi | 40<br>16.5%     | 33<br>23.4%<br>g | 31<br>16.8% |
| 7                                     | 89<br>8.9%        | 5<br>6.8%   | 10<br>9.2%  | 18<br>6.6%       | 44<br>12.4%<br>aDF | 12<br>6.3%       | 19<br>8.8%                | 17<br>7.9%        | 27<br>11.1%     | 9<br>6.4%        | 17<br>9.2%  |
| 6                                     | 49<br>4.9%        | 3<br>4.1%   | 4<br>3.7%   | 16<br>5.8%       | 13<br>3.7%         | 13<br>6.8%       | 15<br>6.9%<br>I           | 13<br>6.1%        | 7<br>2.9%       | 6<br>4.3%        | 8<br>4.3%   |
| 5                                     | 33<br>3.3%<br>K   | 2<br>2.7%   | 2<br>1.8%   | 10<br>3.6%       | 12<br>3.4%         | 7<br>3.7%        | 7<br>3.2%                 | 8<br>3.7%<br>k    | 10<br>4.1%<br>K | 6<br>4.3%<br>k   | 2<br>1.1%   |
| 4                                     | 8<br>0.8%         |             | 1<br>0.9%   | 3<br>1.1%        | 4<br>1.1%          |                  | 1<br>0.5%                 | 2<br>0.9%         | 2<br>0.8%       | 2<br>1.4%        | 1<br>0.5%   |
| 3                                     | 4<br>0.4%         |             | 1<br>0.9%   | 1<br>0.4%        |                    | 2<br>1.1%        |                           | 1<br>0.5%         | 2<br>0.8%       |                  | 1<br>0.5%   |
| 2                                     | 3<br>0.3%         |             |             | 1<br>0.4%        | 2<br>0.6%          |                  |                           |                   |                 | 2<br>1.4%        | 1<br>0.5%   |
| Not At All Important                  | 7<br>0.7%         | 2<br>2.7%   |             | 2<br>0.7%        | 3<br>0.8%          |                  | 1<br>0.5%                 | 2<br>0.9%         | 1<br>0.4%       | 1<br>0.7%        | 2<br>1.1%   |
| Don't know                            | 4<br>0.4%         | 2<br>2.7%   | 1<br>0.9%   |                  |                    | 1<br>0.5%        | 1<br>0.5%                 | 1<br>0.5%         | 1<br>0.4%       |                  | 1<br>0.5%   |
| Mean                                  | 8.65              | 8.76        | 8.80        | 8.60             | 8.61               | 8.67             | 8.68                      | 8.54              | 8.70            | 8.53             | 8.76        |
| Base                                  | 996               | 71          | 108         | 274              | 354                | 189              | 216                       | 213               | 242             | 141              | 184         |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
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Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | AREA OF LEXINGTON |                    |                   |                  |                  |                  | YEARS LIVING IN LEXINGTON |                  |                   |                |                  |
|--|-------------------|--------------------|-------------------|------------------|------------------|------------------|---------------------------|------------------|-------------------|----------------|------------------|
|  | TOTAL             | NORTH              | DNTOWN            | WEST             | SOUTH            | EAST             | < 10                      | 10-19            | 20-29             | 30-39          | 40+              |
|  | (A)               | (B)                | (C)               | (D)              | (E)              | (F)              | (G)                       | (H)              | (I)               | (J)            | (K)              |
| Programs designed to preserve Fayette County's rural landscape |                   |                    |                   |                  |                  |                  |                           |                  |                   |                |                  |
| Very Important   | 424<br>42.4%<br>g | 33<br>45.2%        | 41<br>37.6%       | 124<br>45.3%     | 147<br>41.5%     | 79<br>41.6%      | 79<br>36.4%               | 90<br>42.1%      | 107<br>44.0%<br>g | 63<br>44.7%    | 85<br>45.9%<br>g |
| 9  | 176<br>17.6%      | 20<br>27.4%<br>aDE | 26<br>23.9%<br>de | 41<br>15.0%      | 55<br>15.5%      | 34<br>17.9%      | 41<br>18.9%               | 35<br>16.4%      | 42<br>17.3%       | 24<br>17.0%    | 34<br>18.4%      |
| 8  | 189<br>18.9%<br>B | 5<br>6.8%          | 23<br>21.1%<br>B  | 52<br>19.0%<br>B | 74<br>20.9%<br>B | 35<br>18.4%<br>B | 44<br>20.3%               | 40<br>18.7%      | 43<br>17.7%       | 26<br>18.4%    | 36<br>19.5%      |
| 7  | 81<br>8.1%        | 4<br>5.5%          | 6<br>5.5%         | 24<br>8.8%       | 30<br>8.5%       | 17<br>8.9%       | 19<br>8.8%                | 23<br>10.7%<br>i | 14<br>5.8%        | 10<br>7.1%     | 15<br>8.1%       |
| 6  | 48<br>4.8%<br>H   | 4<br>5.5%          | 4<br>3.7%         | 13<br>4.7%       | 19<br>5.4%       | 8<br>4.2%        | 15<br>6.9%<br>Hk          | 5<br>2.3%        | 16<br>6.6%<br>H   | 6<br>4.3%      | 6<br>3.2%        |
| 5  | 39<br>3.9%<br>K   | 3<br>4.1%          | 3<br>2.8%         | 13<br>4.7%       | 12<br>3.4%       | 8<br>4.2%        | 8<br>3.7%                 | 11<br>5.1%<br>K  | 8<br>3.3%         | 9<br>6.4%<br>K | 3<br>1.6%        |
| 4  | 18<br>1.8%<br>k   |                    | 3<br>2.8%         | 3<br>1.1%        | 9<br>2.5%        | 3<br>1.6%        | 5<br>2.3%                 | 3<br>1.4%        | 8<br>3.3%<br>jK   | 1<br>0.7%      | 1<br>0.5%        |
| 3  | 6<br>0.6%         | 1<br>1.4%          |                   | 2<br>0.7%        | 3<br>0.8%        |                  | 2<br>0.9%                 | 1<br>0.5%        | 2<br>0.8%         |                | 1<br>0.5%        |
| 2  | 5<br>0.5%         |                    | 1<br>0.9%         |                  | 3<br>0.8%        | 1<br>0.5%        | 1<br>0.5%                 |                  | 1<br>0.4%         | 1<br>0.7%      | 2<br>1.1%        |
| Not At All Important   | 8<br>0.8%         | 1<br>1.4%          | 1<br>0.9%         | 2<br>0.7%        | 2<br>0.6%        | 2<br>1.1%        | 1<br>0.5%                 | 4<br>1.9%        | 1<br>0.4%         | 1<br>0.7%      | 1<br>0.5%        |
| Don't know   | 6<br>0.6%         | 2<br>2.7%          | 1<br>0.9%         |                  |                  | 3<br>1.6%        | 2<br>0.9%                 | 2<br>0.9%        | 1<br>0.4%         |                | 1<br>0.5%        |
| Mean   | 8.55              | 8.75               | 8.56              | 8.60             | 8.46             | 8.55             | 8.39                      | 8.49             | 8.54              | 8.60           | 8.76<br>G        |
| Base   | 994               | 71                 | 108               | 274              | 354              | 187              | 215                       | 212              | 242               | 141            | 184              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.



Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | AREA OF LEXINGTON |             |                |              |              |                  | YEARS LIVING IN LEXINGTON |                  |                  |             |                  |
|--|-------------------|-------------|----------------|--------------|--------------|------------------|---------------------------|------------------|------------------|-------------|------------------|
|  | TOTAL             | NORTH       | DNTOWN         | WEST         | SOUTH        | EAST             | < 10                      | 10-19            | 20-29            | 30-39       | 40+              |
|  | (A)               | (B)         | (C)            | (D)          | (E)          | (F)              | (G)                       | (H)              | (I)              | (J)         | (K)              |
| Construction of buildings and infrastructure that is more environmentally friendly |                   |             |                |              |              |                  |                           |                  |                  |             |                  |
| Very Important   | 367<br>36.7%<br>g | 28<br>38.4% | 44<br>40.4%    | 106<br>38.7% | 127<br>35.9% | 62<br>32.6%      | 67<br>30.9%               | 71<br>33.2%      | 98<br>40.3%<br>G | 55<br>39.0% | 76<br>41.1%<br>G |
| 9  | 185<br>18.5%      | 16<br>21.9% | 17<br>15.6%    | 49<br>17.9%  | 67<br>18.9%  | 36<br>18.9%      | 50<br>23.0%<br>K          | 39<br>18.2%      | 46<br>18.9%      | 23<br>16.3% | 27<br>14.6%      |
| 8  | 200<br>20.0%      | 13<br>17.8% | 24<br>22.0%    | 57<br>20.8%  | 71<br>20.1%  | 35<br>18.4%      | 48<br>22.1%               | 46<br>21.5%      | 42<br>17.3%      | 29<br>20.6% | 35<br>18.9%      |
| 7  | 112<br>11.2%      | 8<br>11.0%  | 10<br>9.2%     | 25<br>9.1%   | 42<br>11.9%  | 27<br>14.2%<br>d | 27<br>12.4%               | 24<br>11.2%      | 23<br>9.5%       | 16<br>11.3% | 22<br>11.9%      |
| 6  | 56<br>5.6%<br>j   | 2<br>2.7%   | 9<br>8.3%<br>b | 14<br>5.1%   | 17<br>4.8%   | 14<br>7.4%<br>b  | 8<br>3.7%                 | 16<br>7.5%<br>gJ | 13<br>5.3%       | 4<br>2.8%   | 15<br>8.1%<br>gJ |
| 5  | 34<br>3.4%        | 1<br>1.4%   | 2<br>1.8%      | 9<br>3.3%    | 13<br>3.7%   | 9<br>4.7%        | 8<br>3.7%                 | 9<br>4.2%        | 6<br>2.5%        | 7<br>5.0%   | 4<br>2.2%        |
| 4  | 15<br>1.5%        |             | 1<br>0.9%      | 5<br>1.8%    | 5<br>1.4%    | 4<br>2.1%        | 2<br>0.9%                 | 4<br>1.9%        | 6<br>2.5%<br>k   | 2<br>1.4%   | 1<br>0.5%        |
| 3  | 10<br>1.0%        |             |                | 4<br>1.5%    | 5<br>1.4%    | 1<br>0.5%        | 2<br>0.9%                 |                  | 5<br>2.1%        | 1<br>0.7%   | 2<br>1.1%        |
| 2  | 6<br>0.6%         | 1<br>1.4%   | 1<br>0.9%      | 1<br>0.4%    | 3<br>0.8%    |                  | 1<br>0.5%                 | 1<br>0.5%        | 2<br>0.8%        | 2<br>1.4%   |                  |
| Not At All Important   | 8<br>0.8%         | 2<br>2.7%   |                | 3<br>1.1%    | 3<br>0.8%    |                  | 1<br>0.5%                 | 2<br>0.9%        | 1<br>0.4%        | 2<br>1.4%   | 2<br>1.1%        |
| Don't know   | 7<br>0.7%         | 2<br>2.7%   | 1<br>0.9%      | 1<br>0.4%    | 1<br>0.3%    | 2<br>1.1%        | 3<br>1.4%                 | 2<br>0.9%        | 1<br>0.4%        |             | 1<br>0.5%        |
| Mean   | 8.39              | 8.52        | 8.56           | 8.42         | 8.35         | 8.30             | 8.40                      | 8.29             | 8.44             | 8.35        | 8.47             |
| Base   | 993               | 71          | 108            | 273          | 353          | 188              | 214                       | 212              | 242              | 141         | 184              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | AREA OF LEXINGTON |                    |                    |                   |                   |                  | YEARS LIVING IN LEXINGTON |                  |                |                  |                  |
|--|-------------------|--------------------|--------------------|-------------------|-------------------|------------------|---------------------------|------------------|----------------|------------------|------------------|
|  | TOTAL             | NORTH              | DNTOWN             | WEST              | SOUTH             | EAST             | < 10                      | 10-19            | 20-29          | 30-39            | 40+              |
|  | (A)               | (B)                | (C)                | (D)               | (E)               | (F)              | (G)                       | (H)              | (I)            | (J)              | (K)              |
| New and efficient public transportation alternatives |                   |                    |                    |                   |                   |                  |                           |                  |                |                  |                  |
| Very Important                                       | 399<br>39.9%<br>e | 38<br>52.1%<br>AEF | 54<br>49.5%<br>aEF | 114<br>41.6%<br>e | 123<br>34.7%      | 70<br>36.8%      | 88<br>40.6%               | 85<br>39.7%      | 104<br>42.8%   | 51<br>36.2%      | 71<br>38.4%      |
| 9  | 179<br>17.9%      | 12<br>16.4%        | 17<br>15.6%        | 50<br>18.2%       | 61<br>17.2%       | 39<br>20.5%      | 50<br>23.0%<br>ahK        | 34<br>15.9%      | 44<br>18.1%    | 23<br>16.3%      | 28<br>15.1%      |
| 8  | 162<br>16.2%      | 8<br>11.0%         | 15<br>13.8%        | 47<br>17.2%       | 69<br>19.5%<br>BF | 23<br>12.1%      | 35<br>16.1%               | 36<br>16.8%      | 33<br>13.6%    | 29<br>20.6%<br>i | 29<br>15.7%      |
| 7  | 88<br>8.8%<br>G   | 6<br>8.2%          | 8<br>7.3%          | 18<br>6.6%        | 35<br>9.9%        | 21<br>11.1%<br>d | 11<br>5.1%                | 22<br>10.3%<br>G | 20<br>8.2%     | 14<br>9.9%<br>g  | 21<br>11.4%<br>G |
| 6  | 47<br>4.7%        | 4<br>5.5%          | 4<br>3.7%          | 13<br>4.7%        | 15<br>4.2%        | 11<br>5.8%       | 10<br>4.6%                | 9<br>4.2%        | 13<br>5.3%     | 6<br>4.3%        | 9<br>4.9%        |
| 5  | 51<br>5.1%        |                    | 4<br>3.7%          | 16<br>5.8%        | 23<br>6.5%        | 8<br>4.2%        | 9<br>4.1%                 | 17<br>7.9%<br>gk | 12<br>4.9%     | 6<br>4.3%        | 7<br>3.8%        |
| 4  | 18<br>1.8%        | 2<br>2.7%          | 1<br>0.9%          | 5<br>1.8%         | 5<br>1.4%         | 5<br>2.6%        | 7<br>3.2%<br>i            | 3<br>1.4%        | 2<br>0.8%      | 2<br>1.4%        | 4<br>2.2%        |
| 3  | 16<br>1.6%        |                    | 3<br>2.8%          | 3<br>1.1%         | 7<br>2.0%         | 3<br>1.6%        | 2<br>0.9%                 | 2<br>0.9%        | 7<br>2.9%<br>k | 4<br>2.8%        | 1<br>0.5%        |
| 2  | 11<br>1.1%        |                    | 1<br>0.9%          | 1<br>0.4%         | 6<br>1.7%<br>d    | 3<br>1.6%        | 1<br>0.5%                 | 1<br>0.5%        | 4<br>1.6%      | 2<br>1.4%        | 3<br>1.6%        |
| Not At All Important                                 | 23<br>2.3%<br>I   | 2<br>2.7%          | 2<br>1.8%          | 7<br>2.6%         | 7<br>2.0%         | 5<br>2.6%        | 3<br>1.4%                 | 5<br>2.3%        | 2<br>0.8%      | 4<br>2.8%        | 9<br>4.9%<br>GI  |
| Don't know   | 6<br>0.6%         | 1<br>1.4%          |                    |                   | 3<br>0.8%         | 2<br>1.1%        | 1<br>0.5%                 |                  | 2<br>0.8%      |                  | 3<br>1.6%        |
| Mean   | 8.26              | 8.72<br>aEf        | 8.53<br>e          | 8.35              | 8.09              | 8.13             | 8.48<br>jK                | 8.23             | 8.37           | 8.09             | 8.04             |
| Base   | 994               | 72                 | 109                | 274               | 351               | 188              | 216                       | 214              | 241            | 141              | 182              |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | AREA OF LEXINGTON |             |             |              |              |             | YEARS LIVING IN LEXINGTON |             |             |             |             |
|--|-------------------|-------------|-------------|--------------|--------------|-------------|---------------------------|-------------|-------------|-------------|-------------|
|  | TOTAL             | NORTH       | DNTOWN      | WEST         | SOUTH        | EAST        | < 10                      | 10-19       | 20-29       | 30-39       | 40+         |
|  | (A)               | (B)         | (C)         | (D)          | (E)          | (F)         | (G)                       | (H)         | (I)         | (J)         | (K)         |
| Bike paths and trails, and pedestrian-friendly sidewalks |                   |             |             |              |              |             |                           |             |             |             |             |
| Very Important   | 320<br>32.0%      | 28<br>38.4% | 35<br>32.1% | 103<br>37.6% | 100<br>28.2% | 54<br>28.4% | 62<br>28.6%               | 70<br>32.7% | 84<br>34.6% | 46<br>32.6% | 58<br>31.4% |
|  |                   |             |             | aEF          |              |             |                           |             |             |             |             |
| 9  | 172<br>17.2%      | 16<br>21.9% | 21<br>19.3% | 36<br>13.1%  | 62<br>17.5%  | 37<br>19.5% | 53<br>24.4%               | 29<br>13.6% | 45<br>18.5% | 16<br>11.3% | 29<br>15.7% |
|  | Jd                | d           |             |              |              | d           | AHJK                      |             | J           |             |             |
| 8  | 208<br>20.8%      | 11<br>15.1% | 20<br>18.3% | 50<br>18.2%  | 85<br>24.0%  | 42<br>22.1% | 47<br>21.7%               | 46<br>21.5% | 47<br>19.3% | 31<br>22.0% | 37<br>20.0% |
|  |                   |             |             | bd           |              |             |                           |             |             |             |             |
| 7  | 133<br>13.3%      | 10<br>13.7% | 14<br>12.8% | 33<br>12.0%  | 46<br>13.0%  | 30<br>15.8% | 27<br>12.4%               | 24<br>11.2% | 30<br>12.3% | 20<br>14.2% | 32<br>17.3% |
|  |                   |             |             |              |              |             |                           |             |             | h           |             |
| 6  | 57<br>5.7%        | 2<br>2.7%   | 7<br>6.4%   | 16<br>5.8%   | 25<br>7.1%   | 7<br>3.7%   | 12<br>5.5%                | 13<br>6.1%  | 18<br>7.4%  | 9<br>6.4%   | 5<br>2.7%   |
|  | K                 |             |             |              | bf           |             |                           | k           | K           |             |             |
| 5  | 56<br>5.6%        | 2<br>2.7%   | 5<br>4.6%   | 19<br>6.9%   | 21<br>5.9%   | 9<br>4.7%   | 9<br>4.1%                 | 18<br>8.4%  | 9<br>3.7%   | 11<br>7.8%  | 9<br>4.9%   |
|  |                   |             |             | b            |              |             |                           | gI          |             |             |             |
| 4  | 11<br>1.1%        |             | 1<br>0.9%   | 4<br>1.5%    | 1<br>0.3%    | 5<br>2.6%   |                           | 4<br>1.9%   | 2<br>0.8%   | 2<br>1.4%   | 3<br>1.6%   |
|  | e                 |             |             |              |              | E           |                           |             |             |             |             |
| 3  | 9<br>0.9%         | 1<br>1.4%   | 1<br>0.9%   | 4<br>1.5%    | 3<br>0.8%    |             | 2<br>0.9%                 |             | 2<br>0.8%   | 4<br>2.8%   | 1<br>0.5%   |
|  |                   |             |             |              |              |             |                           |             |             |             |             |
| 2  | 9<br>0.9%         |             |             | 2<br>0.7%    | 5<br>1.4%    | 2<br>1.1%   | 1<br>0.5%                 | 3<br>1.4%   | 5<br>2.1%   |             |             |
|  |                   |             |             |              |              |             |                           |             |             |             |             |
| Not At All Important                                     | 23<br>2.3%        | 2<br>2.7%   | 5<br>4.6%   | 6<br>2.2%    | 6<br>1.7%    | 4<br>2.1%   | 4<br>1.8%                 | 7<br>3.3%   | 1<br>0.4%   | 2<br>1.4%   | 9<br>4.9%   |
|  | I                 |             |             |              |              |             |                           | I           |             |             | gIj         |
| Don't know   | 2<br>0.2%         | 1<br>1.4%   |             | 1<br>0.4%    |              |             |                           |             |             |             | 2<br>1.1%   |
|  |                   |             |             |              |              |             |                           |             |             |             |             |
| Mean   | 8.09              | 8.46        | 8.04        | 8.11         | 8.03         | 8.07        | 8.25                      | 7.92        | 8.27        | 7.96        | 7.98        |
|  |                   | e           |             |              |              |             | h                         |             | h           |             |             |
| Base   | 998               | 72          | 109         | 273          | 354          | 190         | 217                       | 214         | 243         | 141         | 183         |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|   | AREA OF LEXINGTON |             |                  |                  |                  |                  | YEARS LIVING IN LEXINGTON |                   |                   |                   |                   |
|---|-------------------|-------------|------------------|------------------|------------------|------------------|---------------------------|-------------------|-------------------|-------------------|-------------------|
|   | TOTAL             | NORTH       | DNTOWN           | WEST             | SOUTH            | EAST             | < 10                      | 10-19             | 20-29             | 30-39             | 40+               |
|   | (A)               | (B)         | (C)              | (D)              | (E)              | (F)              | (G)                       | (H)               | (I)               | (J)               | (K)               |
| More multiple-unit, multi-level housing such as apartments and condominiums |                   |             |                  |                  |                  |                  |                           |                   |                   |                   |                   |
| Very Important  | 121<br>12.1%      | 9<br>12.3%  | 19<br>17.4%      | 33<br>12.0%      | 40<br>11.3%      | 20<br>10.5%      | 22<br>10.1%               | 28<br>13.1%       | 38<br>15.6%<br>gJ | 12<br>8.5%        | 21<br>11.4%       |
| 9   | 70<br>7.0%<br>K   | 5<br>6.8%   | 8<br>7.3%        | 18<br>6.6%       | 28<br>7.9%       | 11<br>5.8%       | 22<br>10.1%<br>HK         | 10<br>4.7%        | 18<br>7.4%<br>k   | 13<br>9.2%<br>k   | 7<br>3.8%         |
| 8   | 167<br>16.7%<br>e | 14<br>19.2% | 23<br>21.1%<br>e | 56<br>20.4%<br>E | 46<br>13.0%      | 28<br>14.7%      | 31<br>14.3%               | 27<br>12.6%       | 46<br>18.9%<br>h  | 32<br>22.7%<br>GH | 31<br>16.8%       |
| 7   | 142<br>14.2%<br>i | 13<br>17.8% | 16<br>14.7%      | 35<br>12.8%      | 51<br>14.4%      | 27<br>14.2%      | 36<br>16.6%<br>I          | 34<br>15.9%<br>i  | 25<br>10.3%       | 16<br>11.3%       | 31<br>16.8%<br>i  |
| 6   | 120<br>12.0%<br>d | 11<br>15.1% | 15<br>13.8%      | 23<br>8.4%       | 42<br>11.9%      | 29<br>15.3%<br>D | 31<br>14.3%               | 26<br>12.1%       | 28<br>11.5%       | 14<br>9.9%        | 21<br>11.4%       |
| 5   | 137<br>13.7%<br>C | 8<br>11.0%  | 6<br>5.5%        | 35<br>12.8%<br>C | 58<br>16.4%<br>C | 30<br>15.8%<br>C | 27<br>12.4%               | 38<br>17.8%<br>IJ | 27<br>11.1%       | 14<br>9.9%        | 31<br>16.8%<br>ij |
| 4   | 83<br>8.3%<br>C   | 5<br>6.8%   | 4<br>3.7%        | 26<br>9.5%<br>C  | 30<br>8.5%<br>C  | 18<br>9.5%<br>C  | 20<br>9.2%                | 15<br>7.0%        | 22<br>9.1%        | 14<br>9.9%        | 12<br>6.5%        |
| 3   | 57<br>5.7%<br>f   | 3<br>4.1%   | 6<br>5.5%        | 18<br>6.6%<br>f  | 24<br>6.8%<br>F  | 6<br>3.2%        | 12<br>5.5%                | 11<br>5.1%        | 14<br>5.8%        | 10<br>7.1%        | 10<br>5.4%        |
| 2   | 48<br>4.8%<br>B   | 1<br>1.4%   | 7<br>6.4%<br>b   | 10<br>3.6%       | 22<br>6.2%<br>B  | 8<br>4.2%        | 6<br>2.8%                 | 14<br>6.5%<br>gj  | 16<br>6.6%<br>Gj  | 4<br>2.8%         | 8<br>4.3%         |
| Not At All Important  | 48<br>4.8%        | 2<br>2.7%   | 5<br>4.6%        | 19<br>6.9%<br>be | 12<br>3.4%       | 10<br>5.3%       | 8<br>3.7%                 | 9<br>4.2%         | 8<br>3.3%         | 12<br>8.5%<br>gI  | 11<br>5.9%        |
| Don't know  | 7<br>0.7%         | 2<br>2.7%   |                  | 1<br>0.4%        | 1<br>0.3%        | 3<br>1.6%        | 2<br>0.9%                 | 2<br>0.9%         | 1<br>0.4%         |                   | 2<br>1.1%         |
| Mean  | 6.27              | 6.72<br>ef  | 6.71<br>adEf     | 6.21             | 6.14             | 6.16             | 6.40                      | 6.13              | 6.44              | 6.13              | 6.14              |
| Base  | 993               | 71          | 109              | 273              | 353              | 187              | 215                       | 212               | 242               | 141               | 183               |

Note: Very Important=10; Not At All Important=1

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q9G. Of all of the items just rated, which one stands out as being most important?

|  | GENDER       |              |              | AGE GROUP   |             |             |             |             |             | ETHNIC IDENTITY |             |            |            |
|--|--------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------|-------------|------------|------------|
|  | TOTAL        | MALE         | FEMALE       | 18-24       | 25-34       | 35-44       | 45-54       | 55-64       | 65+         | CAUC            | AA          | HISP       | OTHER      |
|  | (A)          | (B)          | (C)          | (D)         | (E)         | (F)         | (G)         | (H)         | (I)         | (J)             | (K)         | (L)        | (M)        |
| Base   | 1000         | 487          | 513          | 168         | 194         | 224         | 156         | 134         | 122         | 838             | 127         | 20         | 25         |
| Programs designed to preserve Fayette County's rural landscape                     | 239<br>23.9% | 123<br>25.3% | 116<br>22.6% | 35<br>20.8% | 38<br>19.6% | 59<br>26.3% | 41<br>26.3% | 29<br>21.6% | 37<br>30.3% | 206<br>24.6%    | 25<br>19.7% | 5<br>25.0% | 8<br>32.0% |
| New and efficient public transportation alternatives                               | 234<br>23.4% | 116<br>23.8% | 118<br>23.0% | 40<br>23.8% | 58<br>29.9% | 49<br>21.9% | 39<br>25.0% | 25<br>18.7% | 22<br>18.0% | 191<br>22.8%    | 34<br>26.8% | 4<br>20.0% | 7<br>28.0% |
| Open greenspace for all neighborhoods  | 186<br>18.6% | 86<br>17.7%  | 100<br>19.5% | 29<br>17.3% | 32<br>16.5% | 43<br>19.2% | 28<br>17.9% | 28<br>20.9% | 26<br>21.3% | 151<br>18.0%    | 28<br>22.0% | 2<br>10.0% | 6<br>24.0% |
| Construction of buildings and infrastructure that is more environmentally friendly | 147<br>14.7% | 68<br>14.0%  | 79<br>15.4%  | 22<br>13.1% | 27<br>13.9% | 40<br>17.9% | 19<br>12.2% | 21<br>15.7% | 18<br>14.8% | 131<br>15.6%    | 13<br>10.2% | 4<br>20.0% |            |
| Bike paths and trails, and pedestrian-friendly sidewalks                           | 125<br>12.5% | 61<br>12.5%  | 64<br>12.5%  | 27<br>16.1% | 29<br>14.9% | 22<br>9.8%  | 19<br>12.2% | 20<br>14.9% | 8<br>6.6%   | 103<br>12.3%    | 15<br>11.8% | 3<br>15.0% | 4<br>16.0% |
| More multiple-unit, multi-level housing such as apartments and condominiums        | 54<br>5.4%   | 28<br>5.7%   | 26<br>5.1%   | 15<br>8.9%  | 7<br>3.6%   | 9<br>4.0%   | 9<br>5.8%   | 6<br>4.5%   | 8<br>6.6%   | 44<br>5.3%      | 10<br>7.9%  | 2<br>10.0% |            |
| None   | 15<br>1.5%   | 5<br>1.0%    | 10<br>1.9%   |             | 3<br>1.5%   | 2<br>0.9%   | 1<br>0.6%   | 5<br>3.7%   | 3<br>2.5%   | 12<br>1.4%      | 2<br>1.6%   |            |            |

Q9G. Of all of the items just rated, which one stands out as being most important?

|  | AREA OF LEXINGTON  |                  |                    |             |                  | YEARS LIVING IN LEXINGTON |                     |                  |                  |                   |                      |
|--|--------------------|------------------|--------------------|-------------|------------------|---------------------------|---------------------|------------------|------------------|-------------------|----------------------|
|  | TOTAL              | NORTH            | DNTOWN             | WEST        | SOUTH            | EAST                      | < 10                | 10-19            | 20-29            | 30-39             | 40+                  |
|  | (A)                | (B)              | (C)                | (D)         | (E)              | (F)                       | (G)                 | (H)              | (I)              | (J)               | (K)                  |
| Base   | 1000               | 73               | 109                | 274         | 354              | 190                       | 217                 | 214              | 243              | 141               | 185                  |
| Programs designed to preserve Fayette County's rural landscape                     | 239<br>23.9%       | 18<br>24.7%      | 26<br>23.9%        | 59<br>21.5% | 96<br>27.1%      | 40<br>21.1%               | 43<br>19.8%         | 51<br>23.8%      | 54<br>22.2%      | 30<br>21.3%       | 61<br>33.0%<br>AGHIJ |
| New and efficient public transportation alternatives                               | 234<br>23.4%<br>Ke | 22<br>30.1%<br>e | 35<br>32.1%<br>aEf | 67<br>24.5% | 68<br>19.2%      | 42<br>22.1%               | 69<br>31.8%<br>AHJK | 49<br>22.9%<br>K | 62<br>25.5%<br>K | 28<br>19.9%       | 26<br>14.1%          |
| Open greenspace for all neighborhoods  | 186<br>18.6%       | 14<br>19.2%      | 20<br>18.3%        | 53<br>19.3% | 59<br>16.7%      | 40<br>21.1%               | 35<br>16.1%         | 38<br>17.8%      | 43<br>17.7%      | 30<br>21.3%       | 40<br>21.6%          |
| Construction of buildings and infrastructure that is more environmentally friendly | 147<br>14.7%       | 7<br>9.6%        | 11<br>10.1%        | 41<br>15.0% | 57<br>16.1%<br>c | 31<br>16.3%               | 28<br>12.9%         | 33<br>15.4%      | 30<br>12.3%      | 28<br>19.9%<br>gi | 28<br>15.1%          |
| Bike paths and trails, and pedestrian-friendly sidewalks                           | 125<br>12.5%       | 7<br>9.6%        | 9<br>8.3%          | 36<br>13.1% | 50<br>14.1%<br>c | 23<br>12.1%               | 25<br>11.5%         | 29<br>13.6%      | 38<br>15.6%<br>K | 16<br>11.3%       | 17<br>9.2%           |
| More multiple-unit, multi-level housing such as apartments and condominiums        | 54<br>5.4%         | 3<br>4.1%        | 6<br>5.5%          | 13<br>4.7%  | 18<br>5.1%       | 14<br>7.4%                | 16<br>7.4%          | 10<br>4.7%       | 11<br>4.5%       | 7<br>5.0%         | 10<br>5.4%           |
| None   | 15<br>1.5%<br>g    | 2<br>2.7%        | 2<br>1.8%          | 5<br>1.8%   | 6<br>1.7%        |                           | 1<br>0.5%           | 4<br>1.9%        | 5<br>2.1%        | 2<br>1.4%         | 3<br>1.6%            |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q10A. What one thing would make Lexington more attractive for TEENS?

|   | GENDER              |                  |                    | AGE GROUP        |                   |                    |                    |                     |                  | ETHNIC IDENTITY    |                    |            |            |
|---|---------------------|------------------|--------------------|------------------|-------------------|--------------------|--------------------|---------------------|------------------|--------------------|--------------------|------------|------------|
|   | TOTAL               | MALE             | FEMALE             | 18-24            | 25-34             | 35-44              | 45-54              | 55-64               | 65+              | CAUC               | AA                 | HISP       | OTHER      |
|   | (A)                 | (B)              | (C)                | (D)              | (E)               | (F)                | (G)                | (H)                 | (I)              | (J)                | (K)                | (L)        | (M)        |
| Base  | 1000                | 487              | 513                | 168              | 194               | 224                | 156                | 134                 | 122              | 838                | 127                | 20         | 25         |
| Things To Do (CUME)   | 419<br>41.9%<br>B   | 177<br>36.3%     | 242<br>47.2%<br>aB | 74<br>44.0%      | 71<br>36.6%       | 91<br>40.6%        | 75<br>48.1%<br>E   | 57<br>42.5%         | 49<br>40.2%      | 343<br>40.9%       | 62<br>48.8%<br>j   | 7<br>35.0% | 8<br>32.0% |
| More/better facilities/centers/<br>places to hang out/socialize | 192<br>19.2%<br>MEB | 73<br>15.0%      | 119<br>23.2%<br>aB | 37<br>22.0%<br>E | 23<br>11.9%       | 47<br>21.0%<br>E   | 31<br>19.9%<br>E   | 32<br>23.9%<br>E    | 21<br>17.2%      | 161<br>19.2%<br>M  | 25<br>19.7%<br>m   | 3<br>15.0% | 2<br>8.0%  |
| More community/school/general<br>activities                     | 130<br>13.0%        | 57<br>11.7%      | 73<br>14.2%        | 17<br>10.1%      | 28<br>14.4%       | 23<br>10.3%        | 29<br>18.6%<br>aDF | 17<br>12.7%         | 16<br>13.1%      | 104<br>12.4%       | 25<br>19.7%<br>aJL | 1<br>5.0%  | 3<br>12.0% |
| More recreational activities/<br>outdoor activities/sports      | 97<br>9.7%<br>h     | 51<br>10.5%      | 46<br>9.0%         | 20<br>11.9%<br>h | 20<br>10.3%       | 21<br>9.4%         | 15<br>9.6%         | 8<br>6.0%           | 12<br>9.8%       | 78<br>9.3%         | 12<br>9.4%         | 3<br>15.0% | 3<br>12.0% |
| More/bigger/better shopping<br>malls                            | 10<br>1.0%          | 2<br>0.4%        | 8<br>1.6%<br>b     | 3<br>1.8%        | 2<br>1.0%         | 1<br>0.4%          | 3<br>1.9%          | 1<br>0.7%           |                  | 9<br>1.1%          | 1<br>0.8%          |            |            |
| Entertainment (CUME)  | 198<br>19.8%<br>LM  | 96<br>19.7%      | 102<br>19.9%       | 37<br>22.0%      | 47<br>24.2%<br>fI | 39<br>17.4%        | 30<br>19.2%        | 27<br>20.1%         | 18<br>14.8%      | 168<br>20.0%<br>LM | 27<br>21.3%<br>LM  | 1<br>5.0%  | 2<br>8.0%  |
| More/better entertainment                                       | 170<br>17.0%<br>L   | 84<br>17.2%      | 86<br>16.8%        | 33<br>19.6%      | 37<br>19.1%       | 33<br>14.7%        | 24<br>15.4%        | 25<br>18.7%         | 18<br>14.8%      | 144<br>17.2%<br>Lm | 22<br>17.3%<br>L   | 1<br>5.0%  | 2<br>8.0%  |
| Nightclubs/Teen nightclubs                                      | 29<br>2.9%          | 13<br>2.7%       | 16<br>3.1%         | 5<br>3.0%        | 10<br>5.2%<br>h   | 6<br>2.7%          | 6<br>3.8%          | 2<br>1.5%           |                  | 25<br>3.0%         | 5<br>3.9%          |            |            |
| Parks/Playgrounds (CUME)  | 124<br>12.4%<br>H   | 67<br>13.8%      | 57<br>11.1%        | 23<br>13.7%<br>H | 28<br>14.4%<br>H  | 38<br>17.0%<br>aGH | 14<br>9.0%         | 6<br>4.5%           | 15<br>12.3%<br>H | 102<br>12.2%       | 15<br>11.8%        | 5<br>25.0% | 6<br>24.0% |
| More/better city parks/<br>playgrounds/greenspace               | 82<br>8.2%<br>h     | 43<br>8.8%       | 39<br>7.6%         | 16<br>9.5%<br>h  | 19<br>9.8%<br>gh  | 22<br>9.8%<br>gH   | 8<br>5.1%          | 6<br>4.5%           | 11<br>9.0%       | 69<br>8.2%         | 8<br>6.3%          | 4<br>20.0% | 2<br>8.0%  |
| More/better skate parks   | 21<br>2.1%          | 11<br>2.3%       | 10<br>1.9%         | 4<br>2.4%        | 3<br>1.5%         | 9<br>4.0%          | 3<br>1.9%          |                     | 2<br>1.6%        | 19<br>2.3%         | 2<br>1.6%          |            | 3<br>12.0% |
| An amusement park   | 21<br>2.1%          | 13<br>2.7%       | 8<br>1.6%          | 3<br>1.8%        | 6<br>3.1%         | 7<br>3.1%          | 3<br>1.9%          |                     | 2<br>1.6%        | 14<br>1.7%         | 5<br>3.9%          | 1<br>5.0%  | 1<br>4.0%  |
| Safety  | 54<br>5.4%<br>iB    | 14<br>2.9%       | 40<br>7.8%<br>aB   | 7<br>4.2%        | 10<br>5.2%        | 16<br>7.1%<br>I    | 10<br>6.4%         | 8<br>6.0%           | 3<br>2.5%        | 49<br>5.8%         | 5<br>3.9%          |            | 1<br>4.0%  |
| Better education/schools  | 39<br>3.9%          | 22<br>4.5%       | 17<br>3.3%         | 10<br>6.0%       | 6<br>3.1%         | 10<br>4.5%         | 4<br>2.6%          | 5<br>3.7%           | 4<br>3.3%        | 32<br>3.8%         | 4<br>3.1%          | 2<br>10.0% | 2<br>8.0%  |
| Jobs  | 26<br>2.6%          | 18<br>3.7%<br>C  | 8<br>1.6%          | 4<br>2.4%        | 3<br>1.5%         | 4<br>1.8%          | 3<br>1.9%          | 5<br>3.7%           | 7<br>5.7%<br>ef  | 23<br>2.7%         | 3<br>2.4%          |            |            |
| Other   | 94<br>9.4%          | 50<br>10.3%      | 44<br>8.6%         | 14<br>8.3%       | 24<br>12.4%<br>F  | 15<br>6.7%         | 18<br>11.5%        | 11<br>8.2%          | 12<br>9.8%       | 74<br>8.8%         | 16<br>12.6%        | 1<br>5.0%  | 5<br>20.0% |
| Nothing   | 9<br>0.9%           | 5<br>1.0%        | 4<br>0.8%          | 1<br>0.6%        | 2<br>1.0%         |                    | 1<br>0.6%          | 2<br>1.5%           | 3<br>2.5%        | 8<br>1.0%          |                    | 1<br>5.0%  |            |
| Don't know  | 106<br>10.6%<br>KD  | 62<br>12.7%<br>C | 44<br>8.6%         | 9<br>5.4%        | 18<br>9.3%        | 25<br>11.2%<br>D   | 15<br>9.6%         | 22<br>16.4%<br>aDeg | 17<br>13.9%<br>D | 98<br>11.7%<br>Km  | 4<br>3.1%          | 3<br>15.0% | 1<br>4.0%  |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q10A. What one thing would make Lexington more attractive for TEENS?

|   | AREA OF LEXINGTON   |                    |                     |                   |                   |                     | YEARS LIVING IN LEXINGTON |                    |                   |             |                  |
|---|---------------------|--------------------|---------------------|-------------------|-------------------|---------------------|---------------------------|--------------------|-------------------|-------------|------------------|
|   | TOTAL               | NORTH              | DNTOWN              | WEST              | SOUTH             | EAST                | < 10                      | 10-19              | 20-29             | 30-39       | 40+              |
|   | (A)                 | (B)                | (C)                 | (D)               | (E)               | (F)                 | (G)                       | (H)                | (I)               | (J)         | (K)              |
| Base  | 1000                | 73                 | 109                 | 274               | 354               | 190                 | 217                       | 214                | 243               | 141         | 185              |
| Things To Do (CUME)   | 419<br>41.9%<br>G   | 30<br>41.1%        | 49<br>45.0%         | 121<br>44.2%      | 148<br>41.8%      | 71<br>37.4%         | 75<br>34.6%               | 84<br>39.3%        | 115<br>47.3%      | 65<br>46.1% | 80<br>43.2%      |
| More/better facilities/centers/<br>places to hang out/socialize | 192<br>19.2%        | 16<br>21.9%        | 18<br>16.5%         | 49<br>17.9%       | 66<br>18.6%       | 43<br>22.6%         | 36<br>16.6%               | 35<br>16.4%        | 49<br>20.2%       | 35<br>24.8% | 37<br>20.0%      |
| More community/school/general<br>activities                     | 130<br>13.0%<br>gB  | 4<br>5.5%          | 18<br>16.5%<br>B    | 36<br>13.1%<br>B  | 50<br>14.1%<br>B  | 22<br>11.6%<br>b    | 19<br>8.8%                | 25<br>11.7%        | 40<br>16.5%<br>G  | 19<br>13.5% | 27<br>14.6%<br>g |
| More recreational activities/<br>outdoor activities/sports      | 97<br>9.7%<br>F     | 9<br>12.3%<br>F    | 12<br>11.0%<br>F    | 37<br>13.5%<br>aF | 33<br>9.3%<br>F   | 6<br>3.2%           | 17<br>7.8%                | 26<br>12.1%        | 28<br>11.5%       | 10<br>7.1%  | 16<br>8.6%       |
| More/bigger/better shopping<br>malls                            | 10<br>1.0%          | 1<br>1.4%          | 2<br>1.8%           | 3<br>1.1%         | 3<br>0.8%         | 1<br>0.5%           | 5<br>2.3%<br>i            | 1<br>0.5%          | 1<br>0.4%         | 1<br>0.7%   | 2<br>1.1%        |
| Entertainment (CUME)  | 198<br>19.8%<br>c   | 14<br>19.2%        | 15<br>13.8%         | 51<br>18.6%       | 68<br>19.2%       | 50<br>26.3%<br>aCde | 39<br>18.0%               | 42<br>19.6%        | 53<br>21.8%       | 25<br>17.7% | 39<br>21.1%      |
| More/better entertainment                                       | 170<br>17.0%        | 13<br>17.8%        | 14<br>12.8%         | 47<br>17.2%       | 54<br>15.3%       | 42<br>22.1%<br>Ce   | 32<br>14.7%               | 39<br>18.2%        | 40<br>16.5%       | 21<br>14.9% | 38<br>20.5%      |
| Nightclubs/Teen nightclubs                                      | 29<br>2.9%<br>Kc    | 1<br>1.4%          | 1<br>0.9%           | 4<br>1.5%         | 15<br>4.2%<br>bcd | 8<br>4.2%<br>cd     | 7<br>3.2%<br>K            | 3<br>1.4%          | 14<br>5.8%<br>aHK | 4<br>2.8%   | 1<br>0.5%        |
| Parks/Playgrounds (CUME)  | 124<br>12.4%<br>Ijb | 5<br>6.8%          | 21<br>19.3%<br>aBDe | 25<br>9.1%        | 41<br>11.6%       | 32<br>16.8%<br>BD   | 42<br>19.4%<br>AIJK       | 33<br>15.4%<br>IJk | 20<br>8.2%        | 11<br>7.8%  | 18<br>9.7%       |
| More/better city parks/<br>playgrounds/greenspace               | 82<br>8.2%<br>Ib    | 3<br>4.1%          | 15<br>13.8%<br>BDe  | 16<br>5.8%        | 27<br>7.6%        | 21<br>11.1%<br>Bd   | 29<br>13.4%<br>AIJk       | 20<br>9.3%<br>i    | 12<br>4.9%        | 7<br>5.0%   | 14<br>7.6%       |
| More/better skate parks   | 21<br>2.1%<br>K     | 1<br>1.4%          | 3<br>2.8%           | 4<br>1.5%         | 6<br>1.7%         | 7<br>3.7%           | 7<br>3.2%<br>K            | 6<br>2.8%<br>k     | 5<br>2.1%         | 2<br>1.4%   | 1<br>0.5%        |
| An amusement park   | 21<br>2.1%          | 1<br>1.4%          | 3<br>2.8%           | 5<br>1.8%         | 8<br>2.3%         | 4<br>2.1%           | 6<br>2.8%                 | 7<br>3.3%          | 3<br>1.2%         | 2<br>1.4%   | 3<br>1.6%        |
| Safety  | 54<br>5.4%          | 3<br>4.1%          | 7<br>6.4%           | 18<br>6.6%        | 16<br>4.5%        | 10<br>5.3%          | 15<br>6.9%                | 11<br>5.1%         | 10<br>4.1%        | 10<br>7.1%  | 8<br>4.3%        |
| Better education/schools  | 39<br>3.9%<br>KD    | 2<br>2.7%          | 4<br>3.7%           | 5<br>1.8%         | 20<br>5.6%<br>D   | 8<br>4.2%           | 9<br>4.1%                 | 12<br>5.6%<br>K    | 9<br>3.7%         | 6<br>4.3%   | 3<br>1.6%        |
| Jobs  | 26<br>2.6%          | 1<br>1.4%          | 2<br>1.8%           | 12<br>4.4%<br>e   | 6<br>1.7%         | 5<br>2.6%           | 5<br>2.3%                 | 3<br>1.4%          | 8<br>3.3%         | 3<br>2.1%   | 7<br>3.8%        |
| Other   | 94<br>9.4%<br>f     | 4<br>5.5%          | 17<br>15.6%<br>aBF  | 28<br>10.2%<br>f  | 34<br>9.6%<br>f   | 11<br>5.8%          | 20<br>9.2%                | 19<br>8.9%         | 19<br>7.8%        | 17<br>12.1% | 19<br>10.3%      |
| Nothing   | 9<br>0.9%           | 3<br>4.1%          |                     | 2<br>0.7%         | 3<br>0.8%         | 1<br>0.5%           | 3<br>1.4%                 | 2<br>0.9%          |                   | 1<br>0.7%   | 3<br>1.6%        |
| Don't know  | 106<br>10.6%<br>CF  | 14<br>19.2%<br>aCF | 5<br>4.6%           | 35<br>12.8%<br>CF | 40<br>11.3%<br>CF | 12<br>6.3%          | 28<br>12.9%               | 24<br>11.2%        | 20<br>8.2%        | 13<br>9.2%  | 21<br>11.4%      |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q10B. What one thing would make Lexington more attractive for PEOPLE IN THEIR 20's?

|  | GENDER |       |        | AGE GROUP |       |       |       |       |       | ETHNIC IDENTITY |       |       |       |
|--|--------|-------|--------|-----------|-------|-------|-------|-------|-------|-----------------|-------|-------|-------|
|  | TOTAL  | MALE  | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+   | CAUC            | AA    | HISP  | OTHER |
|  | (A)    | (B)   | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)   | (J)             | (K)   | (L)   | (M)   |
| Base   | 1000   | 487   | 513    | 168       | 194   | 224   | 156   | 134   | 122   | 838             | 127   | 20    | 25    |
| Things To Do (CUME)  | 401    | 190   | 211    | 71        | 80    | 92    | 57    | 56    | 43    | 338             | 51    | 7     | 9     |
|  | 40.1%  | 39.0% | 41.1%  | 42.3%     | 41.2% | 41.1% | 36.5% | 41.8% | 35.2% | 40.3%           | 40.2% | 35.0% | 36.0% |
| More entertainment/nightlife/<br>nighttime entertainment options | 208    | 100   | 108    | 35        | 37    | 49    | 25    | 39    | 22    | 178             | 26    | 2     | 3     |
|  | 20.8%  | 20.5% | 21.1%  | 20.8%     | 19.1% | 21.9% | 16.0% | 29.1% | 18.0% | 21.2%           | 20.5% | 10.0% | 12.0% |
|  |        |       |        |           |       |       |       | AdEGI |       |                 |       |       |       |
| More/better nightclubs/bars                                      | 94     | 42    | 52     | 26        | 27    | 19    | 9     | 5     | 8     | 75              | 15    | 3     | 3     |
|  | 9.4%   | 8.6%  | 10.1%  | 15.5%     | 13.9% | 8.5%  | 5.8%  | 3.7%  | 6.6%  | 8.9%            | 11.8% | 15.0% | 12.0% |
|  |        |       |        | AFGHI     | afGHI |       | h     |       |       |                 |       |       |       |
| Sports/outdoor/recreational<br>activities                        | 56     | 26    | 30     | 5         | 10    | 14    | 11    | 8     | 7     | 48              | 7     | 1     | 3     |
|  | 5.6%   | 5.3%  | 5.8%   | 3.0%      | 5.2%  | 6.2%  | 7.1%  | 6.0%  | 5.7%  | 5.7%            | 5.5%  | 5.0%  | 12.0% |
|  |        |       |        | d         |       |       | d     |       |       |                 |       |       |       |
| More activities/places to<br>network/socialize (general)         | 25     | 13    | 12     | 6         | 4     | 6     | 6     | 2     | 1     | 20              | 3     |       | 1     |
|  | 2.5%   | 2.7%  | 2.3%   | 3.6%      | 2.1%  | 2.7%  | 3.8%  | 1.5%  | 0.8%  | 2.4%            | 2.4%  |       | 4.0%  |
|  |        |       |        | i         |       |       | i     |       |       |                 |       |       |       |
| More/better parks/greenspace                                     | 15     | 8     | 7      | 2         | 2     | 4     | 4     | 2     | 1     | 12              | 1     | 1     |       |
|  | 1.5%   | 1.6%  | 1.4%   | 1.2%      | 1.0%  | 1.8%  | 2.6%  | 1.5%  | 0.8%  | 1.4%            | 0.8%  | 5.0%  |       |
| Community programs/events  | 12     | 4     | 8      |           | 2     | 1     | 4     | 1     | 4     | 10              | 2     |       |       |
|  | 1.2%   | 0.8%  | 1.6%   |           | 1.0%  | 0.4%  | 2.6%  | 0.7%  | 3.3%  | 1.2%            | 1.6%  |       |       |
|  |        |       |        |           |       |       |       |       | f     |                 |       |       |       |
| Vibrant downtown   | 162    | 80    | 82     | 32        | 30    | 41    | 24    | 17    | 18    | 143             | 11    | 3     | 5     |
|  | 16.2%  | 16.4% | 16.0%  | 19.0%     | 15.5% | 18.3% | 15.4% | 12.7% | 14.8% | 17.1%           | 8.7%  | 15.0% | 20.0% |
|  |        |       |        | K         |       |       |       |       |       | K               |       |       |       |
| Jobs/Cost of Living (CUME)                                       | 147    | 80    | 67     | 24        | 29    | 34    | 20    | 23    | 17    | 120             | 23    | 2     | 3     |
|  | 14.7%  | 16.4% | 13.1%  | 14.3%     | 14.9% | 15.2% | 12.8% | 17.2% | 13.9% | 14.3%           | 18.1% | 10.0% | 12.0% |
| More/better/higher-paying jobs/<br>job opportunities             | 132    | 69    | 63     | 19        | 27    | 29    | 20    | 20    | 17    | 106             | 22    | 2     | 3     |
|  | 13.2%  | 14.2% | 12.3%  | 11.3%     | 13.9% | 12.9% | 12.8% | 14.9% | 13.9% | 12.6%           | 17.3% | 10.0% | 12.0% |
| Affordable housing   | 15     | 11    | 4      | 5         | 2     | 5     |       | 3     |       | 14              | 1     |       |       |
|  | 1.5%   | 2.3%  | 0.8%   | 3.0%      | 1.0%  | 2.2%  |       | 2.2%  |       | 1.7%            | 0.8%  |       |       |
|  |        |       |        | c         |       |       |       |       |       |                 |       |       |       |
| Education  | 89     | 48    | 41     | 17        | 17    | 21    | 13    | 6     | 15    | 70              | 18    |       | 2     |
|  | 8.9%   | 9.9%  | 8.0%   | 10.1%     | 8.8%  | 9.4%  | 8.3%  | 4.5%  | 12.3% | 8.4%            | 14.2% |       | 8.0%  |
|  |        |       |        | h         |       | h     |       |       | H     |                 | j     |       |       |
| Music/Culture (CUME)   | 83     | 42    | 41     | 21        | 17    | 14    | 17    | 7     | 7     | 67              | 13    | 1     | 4     |
|  | 8.3%   | 8.6%  | 8.0%   | 12.5%     | 8.8%  | 6.2%  | 10.9% | 5.2%  | 5.7%  | 8.0%            | 10.2% | 5.0%  | 16.0% |
|  |        |       |        | FHI       |       |       | h     |       |       |                 |       |       |       |
| More/better music/live music<br>venues                           | 45     | 27    | 18     | 11        | 11    | 8     | 8     | 3     | 4     | 37              | 6     |       | 3     |
|  | 4.5%   | 5.5%  | 3.5%   | 6.5%      | 5.7%  | 3.6%  | 5.1%  | 2.2%  | 3.3%  | 4.4%            | 4.7%  |       | 12.0% |
|  |        |       |        | h         |       |       |       |       |       |                 |       |       |       |
| Cultural opportunities   | 39     | 16    | 23     | 11        | 6     | 6     | 9     | 4     | 3     | 31              | 7     | 1     | 1     |
|  | 3.9%   | 3.3%  | 4.5%   | 6.5%      | 3.1%  | 2.7%  | 5.8%  | 3.0%  | 2.5%  | 3.7%            | 5.5%  | 5.0%  | 4.0%  |
|  |        |       |        | fi        |       |       |       |       |       |                 |       |       |       |
| Other  | 60     | 23    | 37     | 10        | 9     | 12    | 13    | 7     | 9     | 47              | 12    |       | 1     |
|  | 6.0%   | 4.7%  | 7.2%   | 6.0%      | 4.6%  | 5.4%  | 8.3%  | 5.2%  | 7.4%  | 5.6%            | 9.4%  |       | 4.0%  |
|  |        |       |        | b         |       |       |       |       |       |                 |       |       |       |
| Nothing  | 15     | 7     | 8      | 1         | 3     | 2     | 1     | 6     | 2     | 13              | 1     | 1     |       |
|  | 1.5%   | 1.4%  | 1.6%   | 0.6%      | 1.5%  | 0.9%  | 0.6%  | 4.5%  | 1.6%  | 1.6%            | 0.8%  | 5.0%  |       |
|  |        |       |        |           |       |       |       | DfG   |       |                 |       |       |       |
| Don't know   | 84     | 43    | 41     | 7         | 17    | 15    | 14    | 15    | 16    | 74              | 4     | 6     | 1     |
|  | 8.4%   | 8.8%  | 8.0%   | 4.2%      | 8.8%  | 6.7%  | 9.0%  | 11.2% | 13.1% | 8.8%            | 3.1%  | 30.0% | 4.0%  |
|  |        |       |        |           | d     |       | d     | D     | Df    | K               |       | AJKM  |       |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.



Q10B. What one thing would make Lexington more attractive for PEOPLE IN THEIR 20's?

|  | AREA OF LEXINGTON |             |             |                  |                   |                  | YEARS LIVING IN LEXINGTON |                  |                   |                  |                   |
|--|-------------------|-------------|-------------|------------------|-------------------|------------------|---------------------------|------------------|-------------------|------------------|-------------------|
|  | TOTAL             | NORTH       | DNTOWN      | WEST             | SOUTH             | EAST             | < 10                      | 10-19            | 20-29             | 30-39            | 40+               |
|  | (A)               | (B)         | (C)         | (D)              | (E)               | (F)              | (G)                       | (H)              | (I)               | (J)              | (K)               |
| Base   | 1000              | 73          | 109         | 274              | 354               | 190              | 217                       | 214              | 243               | 141              | 185               |
| Things To Do (CUME)  | 401<br>40.1%      | 27<br>37.0% | 48<br>44.0% | 108<br>39.4%     | 135<br>38.1%      | 83<br>43.7%      | 83<br>38.2%               | 76<br>35.5%      | 108<br>44.4%<br>h | 59<br>41.8%      | 75<br>40.5%       |
| More entertainment/nightlife/<br>nighttime entertainment options | 208<br>20.8%<br>H | 15<br>20.5% | 28<br>25.7% | 56<br>20.4%      | 68<br>19.2%       | 41<br>21.6%      | 41<br>18.9%<br>h          | 27<br>12.6%      | 56<br>23.0%<br>H  | 36<br>25.5%<br>H | 48<br>25.9%<br>gH |
| More/better nightclubs/bars                                      | 94<br>9.4%<br>j   | 5<br>6.8%   | 12<br>11.0% | 19<br>6.9%       | 33<br>9.3%        | 25<br>13.2%<br>D | 26<br>12.0%<br>Jk         | 22<br>10.3%      | 25<br>10.3%<br>j  | 8<br>5.7%        | 13<br>7.0%        |
| Sports/outdoor/recreational<br>activities                        | 56<br>5.6%<br>g   | 2<br>2.7%   | 4<br>3.7%   | 22<br>8.0%<br>Bc | 19<br>5.4%        | 9<br>4.7%        | 7<br>3.2%                 | 14<br>6.5%       | 16<br>6.6%<br>g   | 12<br>8.5%<br>Gk | 7<br>3.8%         |
| More activities/places to<br>network/socialize (general)         | 25<br>2.5%        | 2<br>2.7%   | 5<br>4.6%   | 5<br>1.8%        | 10<br>2.8%        | 3<br>1.6%        | 4<br>1.8%                 | 6<br>2.8%        | 10<br>4.1%<br>K   | 3<br>2.1%        | 2<br>1.1%         |
| More/better parks/greenspace                                     | 15<br>1.5%        | 1<br>1.4%   | 1<br>0.9%   | 5<br>1.8%        | 5<br>1.4%         | 3<br>1.6%        | 5<br>2.3%                 | 4<br>1.9%        | 2<br>0.8%         | 1<br>0.7%        | 3<br>1.6%         |
| Community programs/events  | 12<br>1.2%        | 2<br>2.7%   |             | 4<br>1.5%        | 4<br>1.1%         | 2<br>1.1%        | 2<br>0.9%                 | 4<br>1.9%        | 2<br>0.8%         |                  | 4<br>2.2%         |
| Vibrant downtown   | 162<br>16.2%      | 11<br>15.1% | 22<br>20.2% | 50<br>18.2%      | 51<br>14.4%       | 28<br>14.7%      | 33<br>15.2%               | 36<br>16.8%      | 46<br>18.9%<br>j  | 17<br>12.1%      | 30<br>16.2%       |
| Jobs/Cost of Living (CUME)                                       | 147<br>14.7%      | 13<br>17.8% | 12<br>11.0% | 32<br>11.7%      | 65<br>18.4%<br>CD | 25<br>13.2%      | 36<br>16.6%               | 29<br>13.6%      | 33<br>13.6%       | 19<br>13.5%      | 30<br>16.2%       |
| More/better/higher-paying jobs/<br>job opportunities             | 132<br>13.2%      | 12<br>16.4% | 12<br>11.0% | 29<br>10.6%      | 59<br>16.7%<br>DF | 20<br>10.5%      | 31<br>14.3%               | 25<br>11.7%      | 30<br>12.3%       | 18<br>12.8%      | 28<br>15.1%       |
| Affordable housing   | 15<br>1.5%        | 1<br>1.4%   |             | 3<br>1.1%        | 6<br>1.7%         | 5<br>2.6%        | 5<br>2.3%                 | 4<br>1.9%        | 3<br>1.2%         | 1<br>0.7%        | 2<br>1.1%         |
| Education  | 89<br>8.9%        | 5<br>6.8%   | 12<br>11.0% | 23<br>8.4%       | 30<br>8.5%        | 19<br>10.0%      | 20<br>9.2%                | 22<br>10.3%      | 21<br>8.6%        | 12<br>8.5%       | 14<br>7.6%        |
| Music/Culture (CUME)   | 83<br>8.3%<br>K   | 4<br>5.5%   | 6<br>5.5%   | 27<br>9.9%       | 30<br>8.5%        | 16<br>8.4%       | 23<br>10.6%<br>K          | 23<br>10.7%<br>K | 22<br>9.1%<br>K   | 9<br>6.4%        | 6<br>3.2%         |
| More/better music/live music<br>venues                           | 45<br>4.5%<br>KBc | 1<br>1.4%   | 2<br>1.8%   | 18<br>6.6%<br>BC | 16<br>4.5%<br>b   | 8<br>4.2%        | 13<br>6.0%<br>K           | 13<br>6.1%<br>K  | 10<br>4.1%        | 6<br>4.3%        | 3<br>1.6%         |
| Cultural opportunities   | 39<br>3.9%<br>K   | 3<br>4.1%   | 4<br>3.7%   | 9<br>3.3%        | 15<br>4.2%        | 8<br>4.2%        | 10<br>4.6%<br>k           | 10<br>4.7%<br>k  | 13<br>5.3%<br>jK  | 3<br>2.1%        | 3<br>1.6%         |
| Other  | 60<br>6.0%        | 4<br>5.5%   | 11<br>10.1% | 14<br>5.1%       | 18<br>5.1%        | 13<br>6.8%       | 11<br>5.1%                | 8<br>3.7%        | 15<br>6.2%        | 11<br>7.8%       | 15<br>8.1%<br>h   |
| Nothing  | 15<br>1.5%        | 3<br>4.1%   |             | 5<br>1.8%        | 5<br>1.4%         | 2<br>1.1%        | 2<br>0.9%                 | 3<br>1.4%        |                   | 5<br>3.5%        | 5<br>2.7%         |
| Don't know   | 84<br>8.4%        | 8<br>11.0%  | 7<br>6.4%   | 23<br>8.4%       | 35<br>9.9%<br>f   | 11<br>5.8%       | 17<br>7.8%                | 24<br>11.2%<br>i | 15<br>6.2%        | 12<br>8.5%       | 16<br>8.6%        |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q10C. What one thing would make Lexington more attractive for YOUNG MARRIED PEOPLE?

|  | GENDER            |                   |                   | AGE GROUP        |                     |                   |                  |                     |                   | ETHNIC IDENTITY   |                  |                 |                 |
|--|-------------------|-------------------|-------------------|------------------|---------------------|-------------------|------------------|---------------------|-------------------|-------------------|------------------|-----------------|-----------------|
|  | TOTAL             | MALE              | FEMALE            | 18-24            | 25-34               | 35-44             | 45-54            | 55-64               | 65+               | CAUC              | AA               | HISP            | OTHER           |
|  | (A)               | (B)               | (C)               | (D)              | (E)                 | (F)               | (G)              | (H)                 | (I)               | (J)               | (K)              | (L)             | (M)             |
| Base   | 1000              | 487               | 513               | 168              | 194                 | 224               | 156              | 134                 | 122               | 838               | 127              | 20              | 25              |
| Jobs/Cost of Living (CUME)                                       | 329<br>32.9%<br>L | 146<br>30.0%<br>L | 183<br>35.7%<br>b | 46<br>27.4%<br>L | 77<br>39.7%<br>aDGH | 81<br>36.2%<br>d  | 46<br>29.5%<br>L | 40<br>29.9%<br>L    | 38<br>31.1%<br>L  | 275<br>32.8%<br>L | 49<br>38.6%<br>L | 1<br>5.0%<br>L  | 9<br>36.0%<br>L |
| Affordable housing/Nicer housing                                 | 197<br>19.7%<br>L | 87<br>17.9%<br>L  | 110<br>21.4%<br>L | 33<br>19.6%<br>L | 45<br>23.2%<br>i    | 46<br>20.5%<br>L  | 27<br>17.3%<br>L | 27<br>20.1%<br>L    | 18<br>14.8%<br>L  | 168<br>20.0%<br>L | 26<br>20.5%<br>L | 1<br>5.0%<br>L  | 5<br>20.0%<br>L |
| More/better jobs   | 119<br>11.9%<br>D | 59<br>12.1%<br>L  | 60<br>11.7%<br>L  | 12<br>7.1%<br>L  | 30<br>15.5%<br>D    | 31<br>13.8%<br>D  | 17<br>10.9%<br>L | 13<br>9.7%<br>L     | 16<br>13.1%<br>L  | 98<br>11.7%<br>L  | 19<br>15.0%<br>L |                 | 3<br>12.0%<br>L |
| Affordable/More affordable entertainment                         | 18<br>1.8%<br>dB  | 3<br>0.6%<br>L    | 15<br>2.9%<br>B   | 1<br>0.6%<br>L   | 5<br>2.6%<br>L      | 5<br>2.2%<br>L    | 2<br>1.3%<br>L   | 1<br>0.7%<br>L      | 4<br>3.3%<br>L    | 12<br>1.4%<br>L   | 6<br>4.7%<br>j   |                 | 1<br>4.0%<br>L  |
| Things To Do (CUME)  | 311<br>31.1%<br>L | 152<br>31.2%<br>L | 159<br>31.0%<br>L | 58<br>34.5%<br>i | 56<br>28.9%<br>L    | 80<br>35.7%<br>I  | 46<br>29.5%<br>L | 40<br>29.9%<br>L    | 30<br>24.6%<br>L  | 254<br>30.3%<br>L | 43<br>33.9%<br>L | 8<br>40.0%<br>L | 6<br>24.0%<br>L |
| More entertainment/nightlife/<br>nighttime entertainment options | 127<br>12.7%<br>G | 59<br>12.1%<br>L  | 68<br>13.3%<br>L  | 24<br>14.3%<br>g | 28<br>14.4%<br>G    | 36<br>16.1%<br>Gi | 12<br>7.7%<br>L  | 14<br>10.4%<br>L    | 12<br>9.8%<br>L   | 101<br>12.1%<br>L | 21<br>16.5%<br>L | 5<br>25.0%<br>L | 2<br>8.0%<br>L  |
| Cultural/arts options/venues                                     | 69<br>6.9%<br>I   | 34<br>7.0%<br>L   | 35<br>6.8%<br>L   | 15<br>8.9%<br>I  | 12<br>6.2%<br>L     | 23<br>10.3%<br>HI | 9<br>5.8%<br>L   | 6<br>4.5%<br>L      | 4<br>3.3%<br>L    | 54<br>6.4%<br>L   | 11<br>8.7%<br>L  | 1<br>5.0%<br>L  | 2<br>8.0%<br>L  |
| Better parks/greenspace/walking<br>paths/trails                  | 53<br>5.3%<br>k   | 21<br>4.3%<br>L   | 32<br>6.2%<br>L   | 9<br>5.4%<br>L   | 7<br>3.6%<br>L      | 9<br>4.0%<br>L    | 10<br>6.4%<br>L  | 14<br>10.4%<br>aEFI | 4<br>3.3%<br>L    | 48<br>5.7%<br>K   | 3<br>2.4%<br>L   | 1<br>5.0%<br>L  |                 |
| Restaurants  | 23<br>2.3%<br>C   | 18<br>3.7%<br>C   | 5<br>1.0%<br>L    | 5<br>3.0%<br>L   | 4<br>2.1%<br>L      | 4<br>1.8%<br>L    | 4<br>2.6%<br>L   | 4<br>3.0%<br>L      | 2<br>1.6%<br>L    | 19<br>2.3%<br>L   | 2<br>1.6%<br>L   |                 | 2<br>8.0%<br>L  |
| Recreational activities  | 15<br>1.5%<br>L   | 10<br>2.1%<br>L   | 5<br>1.0%<br>L    | 1<br>0.6%<br>L   | 1<br>0.5%<br>L      | 5<br>2.2%<br>L    | 2<br>1.3%<br>L   | 3<br>2.2%<br>L      | 3<br>2.5%<br>L    | 14<br>1.7%<br>L   | 1<br>0.8%<br>L   |                 |                 |
| Community events/involvement                                     | 12<br>1.2%<br>L   | 5<br>1.0%<br>L    | 7<br>1.4%<br>L    |                  | 3<br>1.5%<br>L      | 3<br>1.3%<br>L    | 4<br>2.6%<br>L   |                     | 2<br>1.6%<br>L    | 10<br>1.2%<br>L   | 1<br>0.8%<br>L   |                 |                 |
| Churches   | 10<br>1.0%<br>L   | 5<br>1.0%<br>L    | 5<br>1.0%<br>L    | 4<br>2.4%<br>L   |                     | 1<br>0.4%<br>L    | 2<br>1.3%<br>L   |                     | 3<br>2.5%<br>L    | 7<br>0.8%<br>L    | 3<br>2.4%<br>L   |                 |                 |
| Social networking  | 6<br>0.6%<br>L    | 1<br>0.2%<br>L    | 5<br>1.0%<br>L    | 2<br>1.2%<br>L   |                     | 2<br>0.9%<br>L    | 2<br>1.3%<br>L   |                     |                   | 4<br>0.5%<br>L    | 2<br>1.6%<br>L   |                 |                 |
| Sporting events  | 5<br>0.5%<br>L    | 3<br>0.6%<br>L    | 2<br>0.4%<br>L    |                  | 3<br>1.5%<br>L      |                   | 1<br>0.6%<br>L   | 1<br>0.7%<br>L      |                   | 4<br>0.5%<br>L    |                  | 1<br>5.0%<br>L  |                 |
| Family/Kids (CUME)   | 155<br>15.5%<br>K | 76<br>15.6%<br>L  | 79<br>15.4%<br>L  | 21<br>12.5%<br>L | 22<br>11.3%<br>L    | 32<br>14.3%<br>L  | 26<br>16.7%<br>L | 29<br>21.6%<br>DEF  | 25<br>20.5%<br>dE | 142<br>16.9%<br>K | 10<br>7.9%<br>L  | 2<br>10.0%<br>L | 3<br>12.0%<br>L |
| Good schools/educational<br>opportunities                        | 46<br>4.6%<br>L   | 26<br>5.3%<br>L   | 20<br>3.9%<br>L   | 7<br>4.2%<br>L   | 9<br>4.6%<br>L      | 9<br>4.0%<br>L    | 9<br>5.8%<br>L   | 5<br>3.7%<br>L      | 7<br>5.7%<br>L    | 41<br>4.9%<br>L   | 3<br>2.4%<br>L   | 1<br>5.0%<br>L  | 1<br>4.0%<br>L  |
| Family events/kid friendly<br>activities                         | 41<br>4.1%<br>KE  | 20<br>4.1%<br>L   | 21<br>4.1%<br>L   | 7<br>4.2%<br>L   | 3<br>1.5%<br>L      | 6<br>2.7%<br>L    | 9<br>5.8%<br>E   | 10<br>7.5%<br>Ef    | 6<br>4.9%<br>L    | 39<br>4.7%<br>K   | 2<br>1.6%<br>L   |                 |                 |
| Childcare  | 39<br>3.9%<br>L   | 17<br>3.5%<br>L   | 22<br>4.3%<br>L   | 5<br>3.0%<br>L   | 5<br>2.6%<br>L      | 12<br>5.4%<br>L   | 5<br>3.2%<br>L   | 6<br>4.5%<br>L      | 6<br>4.9%<br>L    | 35<br>4.2%<br>L   | 4<br>3.1%<br>L   |                 | 2<br>8.0%<br>L  |
| Safer community/neighborhoods                                    | 32<br>3.2%<br>KD  | 14<br>2.9%<br>L   | 18<br>3.5%<br>L   | 2<br>1.2%<br>L   | 5<br>2.6%<br>L      | 5<br>2.2%<br>L    | 4<br>2.6%<br>L   | 8<br>6.0%<br>D      | 8<br>6.6%<br>Df   | 30<br>3.6%<br>K   | 1<br>0.8%<br>L   | 1<br>5.0%<br>L  |                 |

(Continued)

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q10C. What one thing would make Lexington more attractive for YOUNG MARRIED PEOPLE?

|                  | GENDER          |                 |            | AGE GROUP         |                 |            |                     |                 |                   | ETHNIC IDENTITY |            |                    |            |
|------------------|-----------------|-----------------|------------|-------------------|-----------------|------------|---------------------|-----------------|-------------------|-----------------|------------|--------------------|------------|
|                  | TOTAL           | MALE            | FEMALE     | 18-24             | 25-34           | 35-44      | 45-54               | 55-64           | 65+               | CAUC            | AA         | HISP               | OTHER      |
|                  | (A)             | (B)             | (C)        | (D)               | (E)             | (F)        | (G)                 | (H)             | (I)               | (J)             | (K)        | (L)                | (M)        |
| Vibrant downtown | 68<br>6.8%<br>E | 37<br>7.6%      | 31<br>6.0% | 18<br>10.7%<br>Eh | 7<br>3.6%       | 16<br>7.1% | 13<br>8.3%<br>e     | 7<br>5.2%       | 7<br>5.7%         | 54<br>6.4%      | 9<br>7.1%  | 2<br>10.0%         | 3<br>12.0% |
| Other            | 68<br>6.8%<br>h | 34<br>7.0%      | 34<br>6.6% | 10<br>6.0%        | 15<br>7.7%      | 10<br>4.5% | 18<br>11.5%<br>adFH | 5<br>3.7%       | 10<br>8.2%        | 54<br>6.4%      | 10<br>7.9% | 2<br>10.0%         | 3<br>12.0% |
| Nothing          | 16<br>1.6%      | 6<br>1.2%       | 10<br>1.9% | 1<br>0.6%         | 5<br>2.6%       | 2<br>0.9%  | 3<br>1.9%           | 4<br>3.0%       | 1<br>0.8%         | 14<br>1.7%      | 1<br>0.8%  |                    | 1<br>4.0%  |
| Don't know       | 81<br>8.1%<br>F | 48<br>9.9%<br>C | 33<br>6.4% | 21<br>12.5%<br>FG | 17<br>8.8%<br>F | 8<br>3.6%  | 8<br>5.1%           | 12<br>9.0%<br>f | 15<br>12.3%<br>FG | 68<br>8.1%      | 7<br>5.5%  | 6<br>30.0%<br>AJKM | 1<br>4.0%  |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q10C. What one thing would make Lexington more attractive for YOUNG MARRIED PEOPLE?

|  | AREA OF LEXINGTON  |                  |                   |                     |                    |                   | YEARS LIVING IN LEXINGTON |                   |                   |                  |                  |
|--|--------------------|------------------|-------------------|---------------------|--------------------|-------------------|---------------------------|-------------------|-------------------|------------------|------------------|
|  | TOTAL              | NORTH            | DNTOWN            | WEST                | SOUTH              | EAST              | < 10                      | 10-19             | 20-29             | 30-39            | 40+              |
|  | (A)                | (B)              | (C)               | (D)                 | (E)                | (F)               | (G)                       | (H)               | (I)               | (J)              | (K)              |
| Base   | 1000               | 73               | 109               | 274                 | 354                | 190               | 217                       | 214               | 243               | 141              | 185              |
| Jobs/Cost of Living (CUME)                                       | 329<br>32.9%<br>D  | 25<br>34.2%<br>D | 32<br>29.4%<br>D  | 73<br>26.6%<br>D    | 129<br>36.4%<br>D  | 70<br>36.8%<br>D  | 68<br>31.3%<br>D          | 69<br>32.2%<br>D  | 73<br>30.0%<br>D  | 47<br>33.3%<br>D | 72<br>38.9%<br>i |
| Affordable housing/Nicer housing                                 | 197<br>19.7%<br>C  | 11<br>15.1%<br>C | 14<br>12.8%<br>C  | 49<br>17.9%<br>C    | 83<br>23.4%<br>bCd | 40<br>21.1%<br>c  | 38<br>17.5%<br>c          | 43<br>20.1%<br>c  | 44<br>18.1%<br>c  | 31<br>22.0%<br>c | 41<br>22.2%<br>c |
| More/better jobs   | 119<br>11.9%<br>D  | 10<br>13.7%<br>D | 16<br>14.7%<br>D  | 24<br>8.8%<br>D     | 45<br>12.7%<br>D   | 24<br>12.6%<br>D  | 28<br>12.9%<br>D          | 24<br>11.2%<br>D  | 26<br>10.7%<br>D  | 14<br>9.9%<br>D  | 27<br>14.6%<br>D |
| Affordable/More affordable entertainment                         | 18<br>1.8%<br>d    | 4<br>5.5%<br>d   | 2<br>1.8%<br>d    | 2<br>0.7%<br>d      | 4<br>1.1%<br>d     | 6<br>3.2%<br>d    | 3<br>1.4%<br>d            | 5<br>2.3%<br>d    | 4<br>1.6%<br>d    | 2<br>1.4%<br>d   | 4<br>2.2%<br>d   |
| Things To Do (CUME)  | 311<br>31.1%<br>E  | 21<br>28.8%<br>E | 39<br>35.8%<br>e  | 95<br>34.7%<br>E    | 96<br>27.1%<br>E   | 60<br>31.6%<br>E  | 71<br>32.7%<br>E          | 70<br>32.7%<br>E  | 83<br>34.2%<br>K  | 40<br>28.4%<br>K | 47<br>25.4%<br>K |
| More entertainment/nightlife/<br>nighttime entertainment options | 127<br>12.7%<br>K  | 11<br>15.1%<br>K | 16<br>14.7%<br>K  | 35<br>12.8%<br>K    | 39<br>11.0%<br>K   | 26<br>13.7%<br>K  | 24<br>11.1%<br>ahJK       | 28<br>13.1%<br>K  | 36<br>14.8%<br>K  | 20<br>14.2%<br>K | 19<br>10.3%<br>K |
| Cultural/arts options/venues                                     | 69<br>6.9%<br>K    | 7<br>9.6%<br>K   | 8<br>7.3%<br>K    | 18<br>6.6%<br>K     | 25<br>7.1%<br>K    | 11<br>5.8%<br>K   | 24<br>11.1%<br>ahJK       | 13<br>6.1%<br>K   | 21<br>8.6%<br>K   | 7<br>5.0%<br>K   | 4<br>2.2%<br>K   |
| Better parks/greenspace/walking<br>paths/trails                  | 53<br>5.3%<br>f    | 3<br>4.1%<br>f   | 5<br>4.6%<br>f    | 21<br>7.7%<br>f     | 17<br>4.8%<br>f    | 7<br>3.7%<br>f    | 12<br>5.5%<br>f           | 14<br>6.5%<br>f   | 11<br>4.5%<br>f   | 7<br>5.0%<br>f   | 9<br>4.9%<br>f   |
| Restaurants  | 23<br>2.3%<br>g    | 2<br>2.7%<br>g   | 2<br>1.8%<br>g    | 7<br>2.6%<br>g      | 8<br>2.3%<br>g     | 4<br>2.1%<br>g    | 7<br>3.2%<br>g            | 5<br>2.3%<br>g    | 3<br>1.2%<br>g    | 2<br>1.4%<br>g   | 6<br>3.2%<br>g   |
| Recreational activities  | 15<br>1.5%<br>g    |                  |                   | 7<br>2.6%<br>g      | 4<br>1.1%<br>g     | 4<br>2.1%<br>g    | 1<br>0.5%<br>g            | 4<br>1.9%<br>g    | 5<br>2.1%<br>g    | 1<br>0.7%<br>g   | 4<br>2.2%<br>g   |
| Community events/involvement                                     | 12<br>1.2%<br>d    |                  | 2<br>1.8%<br>d    | 1<br>0.4%<br>d      | 4<br>1.1%<br>d     | 5<br>2.6%<br>d    | 2<br>0.9%<br>d            | 4<br>1.9%<br>d    | 3<br>1.2%<br>d    | 1<br>0.7%<br>d   | 2<br>1.1%<br>d   |
| Churches   | 10<br>1.0%<br>e    |                  | 4<br>3.7%<br>ef   | 4<br>1.5%<br>ef     | 1<br>0.3%<br>ef    | 1<br>0.5%<br>ef   | 1<br>0.5%<br>ef           | 1<br>0.5%<br>ef   | 3<br>1.2%<br>ef   | 1<br>0.7%<br>ef  | 4<br>2.2%<br>ef  |
| Social networking  | 6<br>0.6%<br>h     |                  | 2<br>1.8%<br>h    | 4<br>1.5%<br>h      |                    |                   | 3<br>1.4%<br>h            | 1<br>0.5%<br>h    | 1<br>0.4%<br>h    |                  | 1<br>0.5%<br>h   |
| Sporting events  | 5<br>0.5%<br>h     |                  | 1<br>0.9%<br>h    | 1<br>0.4%<br>h      | 1<br>0.3%<br>h     | 2<br>1.1%<br>h    |                           | 2<br>0.9%<br>h    | 1<br>0.4%<br>h    | 2<br>1.4%<br>h   |                  |
| Family/Kids (CUME)   | 155<br>15.5%<br>Bc | 6<br>8.2%<br>Bc  | 11<br>10.1%<br>Bc | 56<br>20.4%<br>aBCF | 57<br>16.1%<br>Bc  | 25<br>13.2%<br>Bc | 27<br>12.4%<br>Bc         | 32<br>15.0%<br>Bc | 42<br>17.3%<br>Bc | 27<br>19.1%<br>g | 27<br>14.6%<br>g |
| Good schools/educational<br>opportunities                        | 46<br>4.6%<br>g    | 4<br>5.5%<br>g   | 3<br>2.8%<br>g    | 16<br>5.8%<br>g     | 13<br>3.7%<br>g    | 10<br>5.3%<br>g   | 10<br>4.6%<br>g           | 7<br>3.3%<br>g    | 13<br>5.3%<br>g   | 9<br>6.4%<br>g   | 7<br>3.8%<br>g   |
| Family events/kid friendly<br>activities                         | 41<br>4.1%<br>b    | 1<br>1.4%<br>b   | 4<br>3.7%<br>b    | 15<br>5.5%<br>B     | 16<br>4.5%<br>b    | 5<br>2.6%<br>b    | 8<br>3.7%<br>b            | 9<br>4.2%<br>b    | 12<br>4.9%<br>b   | 6<br>4.3%<br>b   | 6<br>3.2%<br>b   |
| Childcare  | 39<br>3.9%<br>g    |                  | 2<br>1.8%<br>g    | 14<br>5.1%<br>c     | 15<br>4.2%<br>c    | 8<br>4.2%<br>c    | 4<br>1.8%<br>c            | 5<br>2.3%<br>c    | 15<br>6.2%<br>GH  | 8<br>5.7%<br>g   | 7<br>3.8%<br>g   |
| Safer community/neighborhoods                                    | 32<br>3.2%<br>I    | 1<br>1.4%<br>I   | 2<br>1.8%<br>I    | 13<br>4.7%<br>bF    | 13<br>3.7%<br>bF   | 3<br>1.6%<br>bF   | 5<br>2.3%<br>bF           | 12<br>5.6%<br>gI  | 2<br>0.8%<br>gI   | 6<br>4.3%<br>i   | 7<br>3.8%<br>i   |

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Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q10C. What one thing would make Lexington more attractive for YOUNG MARRIED PEOPLE?

|                  | AREA OF LEXINGTON |           |             |            |            |            | YEARS LIVING IN LEXINGTON |             |            |            |            |
|------------------|-------------------|-----------|-------------|------------|------------|------------|---------------------------|-------------|------------|------------|------------|
|                  | TOTAL             | NORTH     | DNTOWN      | WEST       | SOUTH      | EAST       | < 10                      | 10-19       | 20-29      | 30-39      | 40+        |
|                  | (A)               | (B)       | (C)         | (D)        | (E)        | (F)        | (G)                       | (H)         | (I)        | (J)        | (K)        |
| Vibrant downtown | 68<br>6.8%        | 7<br>9.6% | 8<br>7.3%   | 18<br>6.6% | 22<br>6.2% | 13<br>6.8% | 16<br>7.4%                | 11<br>5.1%  | 16<br>6.6% | 11<br>7.8% | 14<br>7.6% |
| Other            | 68<br>6.8%        | 5<br>6.8% | 8<br>7.3%   | 17<br>6.2% | 24<br>6.8% | 14<br>7.4% | 18<br>8.3%                | 13<br>6.1%  | 17<br>7.0% | 9<br>6.4%  | 11<br>5.9% |
| Nothing          | 16<br>1.6%        | 2<br>2.7% | 2<br>1.8%   | 4<br>1.5%  | 6<br>1.7%  | 2<br>1.1%  | 5<br>2.3%                 | 2<br>0.9%   | 2<br>0.8%  | 3<br>2.1%  | 4<br>2.2%  |
| Don't know       | 81<br>8.1%        | 7<br>9.6% | 13<br>11.9% | 22<br>8.0% | 29<br>8.2% | 10<br>5.3% | 18<br>8.3%                | 22<br>10.3% | 16<br>6.6% | 8<br>5.7%  | 17<br>9.2% |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q10D. What one thing would make Lexington more attractive for FAMILIES?

|   | GENDER |       |        | AGE GROUP |       |       |       |       |       | ETHNIC IDENTITY |       |       |       |
|---|--------|-------|--------|-----------|-------|-------|-------|-------|-------|-----------------|-------|-------|-------|
|   | TOTAL  | MALE  | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+   | CAUC            | AA    | HISP  | OTHER |
|   | (A)    | (B)   | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)   | (J)             | (K)   | (L)   | (M)   |
| Base  | 1000   | 487   | 513    | 168       | 194   | 224   | 156   | 134   | 122   | 838             | 127   | 20    | 25    |
| Things To Do (CUME)                                 | 509    | 231   | 278    | 89        | 96    | 120   | 77    | 62    | 63    | 427             | 65    | 12    | 11    |
|   | 50.9%  | 47.4% | 54.2%  | 53.0%     | 49.5% | 53.6% | 49.4% | 46.3% | 51.6% | 51.0%           | 51.2% | 60.0% | 44.0% |
| Parks/Playgrounds/Greenspace                        | 178    | 85    | 93     | 31        | 34    | 47    | 26    | 23    | 17    | 152             | 20    | 4     | 4     |
|   | 17.8%  | 17.5% | 18.1%  | 18.5%     | 17.5% | 21.0% | 16.7% | 17.2% | 13.9% | 18.1%           | 15.7% | 20.0% | 16.0% |
| Family events/Family-friendly entertainment/venues  | 156    | 62    | 94     | 21        | 30    | 37    | 23    | 17    | 27    | 140             | 14    | 3     | 2     |
|   | 15.6%  | 12.7% | 18.3%  | 12.5%     | 15.5% | 16.5% | 14.7% | 12.7% | 22.1% | 16.7%           | 11.0% | 15.0% | 8.0%  |
| Recreational and/or community activities/facilities | 79     | 31    | 48     | 10        | 12    | 17    | 16    | 11    | 13    | 70              | 5     | 4     | 1     |
|   | 7.9%   | 6.4%  | 9.4%   | 6.0%      | 6.2%  | 7.6%  | 10.3% | 8.2%  | 10.7% | 8.4%            | 3.9%  | 20.0% | 4.0%  |
| More/better entertainment/entertainment options     | 47     | 25    | 22     | 13        | 8     | 9     | 6     | 7     | 3     | 35              | 8     | 1     | 3     |
|   | 4.7%   | 5.1%  | 4.3%   | 7.7%      | 4.1%  | 4.0%  | 3.8%  | 5.2%  | 2.5%  | 4.2%            | 6.3%  | 5.0%  | 12.0% |
| Cultural events                                     | 33     | 15    | 18     | 4         | 7     | 11    | 4     | 6     | 1     | 25              | 7     |       | 1     |
|   | 3.3%   | 3.1%  | 3.5%   | 2.4%      | 3.6%  | 4.9%  | 2.6%  | 4.5%  | 0.8%  | 3.0%            | 5.5%  |       | 4.0%  |
| Amusement park/Water park                           | 30     | 16    | 14     | 11        | 10    | 5     | 1     | 2     | 1     | 21              | 8     | 1     |       |
|   | 3.0%   | 3.3%  | 2.7%   | 6.5%      | 5.2%  | 2.2%  | 0.6%  | 1.5%  | 0.8%  | 2.5%            | 6.3%  | 5.0%  |       |
| Churches  | 11     | 6     | 5      | 4         |       |       | 2     |       | 5     | 7               | 4     |       |       |
|   | 1.1%   | 1.2%  | 1.0%   | 2.4%      |       |       | 1.3%  |       | 4.1%  | 0.8%            | 3.1%  |       |       |
| Kids (CUME)   | 223    | 111   | 112    | 33        | 45    | 51    | 35    | 30    | 29    | 203             | 20    | 2     | 3     |
|   | 22.3%  | 22.8% | 21.8%  | 19.6%     | 23.2% | 22.8% | 22.4% | 22.4% | 23.8% | 24.2%           | 15.7% | 10.0% | 12.0% |
| Good schools  | 139    | 61    | 78     | 18        | 32    | 31    | 25    | 14    | 19    | 127             | 10    | 2     | 1     |
|   | 13.9%  | 12.5% | 15.2%  | 10.7%     | 16.5% | 13.8% | 16.0% | 10.4% | 15.6% | 15.2%           | 7.9%  | 10.0% | 4.0%  |
| Safe neighborhoods/community                        | 50     | 26    | 24     | 10        | 6     | 11    | 7     | 10    | 6     | 47              | 5     |       | 1     |
|   | 5.0%   | 5.3%  | 4.7%   | 6.0%      | 3.1%  | 4.9%  | 4.5%  | 7.5%  | 4.9%  | 5.6%            | 3.9%  |       | 4.0%  |
| Child care  | 36     | 25    | 11     | 5         | 8     | 9     | 4     | 6     | 4     | 31              | 5     |       | 1     |
|   | 3.6%   | 5.1%  | 2.1%   | 3.0%      | 4.1%  | 4.0%  | 2.6%  | 4.5%  | 3.3%  | 3.7%            | 3.9%  |       | 4.0%  |
| Jobs/Cost of Living (CUME)                          | 188    | 98    | 90     | 32        | 33    | 40    | 31    | 31    | 21    | 148             | 31    | 2     | 8     |
|   | 18.8%  | 20.1% | 17.5%  | 19.0%     | 17.0% | 17.9% | 19.9% | 23.1% | 17.2% | 17.7%           | 24.4% | 10.0% | 32.0% |
| Affordable housing                                  | 115    | 56    | 59     | 20        | 21    | 26    | 16    | 18    | 14    | 94              | 17    | 2     | 3     |
|   | 11.5%  | 11.5% | 11.5%  | 11.9%     | 10.8% | 11.6% | 10.3% | 13.4% | 11.5% | 11.2%           | 13.4% | 10.0% | 12.0% |
| Good jobs/economy                                   | 35     | 23    | 12     | 5         | 5     | 4     | 10    | 7     | 4     | 29              | 4     |       | 2     |
|   | 3.5%   | 4.7%  | 2.3%   | 3.0%      | 2.6%  | 1.8%  | 6.4%  | 5.2%  | 3.3%  | 3.5%            | 3.1%  |       | 8.0%  |
| Affordable healthcare                               | 20     | 12    | 8      | 5         | 2     | 4     | 5     | 2     | 2     | 15              | 4     |       | 1     |
|   | 2.0%   | 2.5%  | 1.6%   | 3.0%      | 1.0%  | 1.8%  | 3.2%  | 1.5%  | 1.6%  | 1.8%            | 3.1%  |       | 4.0%  |
| More affordable/Affordable entertainment            | 19     | 8     | 11     | 2         | 5     | 6     |       | 5     | 1     | 11              | 6     |       | 2     |
|   | 1.9%   | 1.6%  | 2.1%   | 1.2%      | 2.6%  | 2.7%  |       | 3.7%  | 0.8%  | 1.3%            | 4.7%  |       | 8.0%  |
| Other   | 61     | 30    | 31     | 6         | 16    | 15    | 7     | 8     | 9     | 45              | 11    | 1     | 4     |
|   | 6.1%   | 6.2%  | 6.0%   | 3.6%      | 8.2%  | 6.7%  | 4.5%  | 6.0%  | 7.4%  | 5.4%            | 8.7%  | 5.0%  | 16.0% |
| Nothing   | 10     | 6     | 4      | 1         | 2     | 1     | 4     | 2     |       | 9               | 1     |       |       |
|   | 1.0%   | 1.2%  | 0.8%   | 0.6%      | 1.0%  | 0.4%  | 2.6%  | 1.5%  |       | 1.1%            | 0.8%  |       |       |
| Don't know  | 36     | 23    | 13     | 11        | 11    | 3     | 5     | 5     | 1     | 31              | 2     | 3     |       |
|   | 3.6%   | 4.7%  | 2.5%   | 6.5%      | 5.7%  | 1.3%  | 3.2%  | 3.7%  | 0.8%  | 3.7%            | 1.6%  | 15.0% |       |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q10D. What one thing would make Lexington more attractive for FAMILIES?

|   | AREA OF LEXINGTON |       |        |       |       |       | YEARS LIVING IN LEXINGTON |       |       |       |       |
|---|-------------------|-------|--------|-------|-------|-------|---------------------------|-------|-------|-------|-------|
|   | TOTAL             | NORTH | DNTOWN | WEST  | SOUTH | EAST  | < 10                      | 10-19 | 20-29 | 30-39 | 40+   |
|   | (A)               | (B)   | (C)    | (D)   | (E)   | (F)   | (G)                       | (H)   | (I)   | (J)   | (K)   |
| Base  | 1000              | 73    | 109    | 274   | 354   | 190   | 217                       | 214   | 243   | 141   | 185   |
| Things To Do (CUME)                                 | 509               | 32    | 49     | 152   | 181   | 95    | 102                       | 118   | 128   | 78    | 83    |
|   | 50.9%             | 43.8% | 45.0%  | 55.5% | 51.1% | 50.0% | 47.0%                     | 55.1% | 52.7% | 55.3% | 44.9% |
| Parks/Playgrounds/Greenspace                        | 178               | 11    | 18     | 48    | 68    | 33    | 38                        | 44    | 41    | 22    | 33    |
|   | 17.8%             | 15.1% | 16.5%  | 17.5% | 19.2% | 17.4% | 17.5%                     | 20.6% | 16.9% | 15.6% | 17.8% |
| Family events/Family-friendly entertainment/venues  | 156               | 8     | 9      | 56    | 54    | 29    | 37                        | 33    | 39    | 25    | 22    |
|   | 15.6%             | 11.0% | 8.3%   | 20.4% | 15.3% | 15.3% | 17.1%                     | 15.4% | 16.0% | 17.7% | 11.9% |
|   | C                 |       |        | aBCe  | C     | c     |                           |       |       |       |       |
| Recreational and/or community activities/facilities | 79                | 7     | 4      | 28    | 26    | 14    | 12                        | 17    | 18    | 18    | 14    |
|   | 7.9%              | 9.6%  | 3.7%   | 10.2% | 7.3%  | 7.4%  | 5.5%                      | 7.9%  | 7.4%  | 12.8% | 7.6%  |
|   | C                 |       |        | C     |       |       |                           |       |       | aG    |       |
| More/better entertainment/entertainment options     | 47                | 1     | 7      | 11    | 16    | 12    | 6                         | 13    | 13    | 6     | 9     |
|   | 4.7%              | 1.4%  | 6.4%   | 4.0%  | 4.5%  | 6.3%  | 2.8%                      | 6.1%  | 5.3%  | 4.3%  | 4.9%  |
|   | B                 |       | b      |       | b     | B     |                           | g     |       |       |       |
| Cultural events                                     | 33                | 4     | 4      | 9     | 11    | 5     | 4                         | 10    | 8     | 6     | 5     |
|   | 3.3%              | 5.5%  | 3.7%   | 3.3%  | 3.1%  | 2.6%  | 1.8%                      | 4.7%  | 3.3%  | 4.3%  | 2.7%  |
|   |                   |       |        |       |       |       |                           | g     |       |       |       |
| Amusement park/Water park                           | 30                | 2     | 4      | 7     | 12    | 5     | 9                         | 3     | 11    | 2     | 5     |
|   | 3.0%              | 2.7%  | 3.7%   | 2.6%  | 3.4%  | 2.6%  | 4.1%                      | 1.4%  | 4.5%  | 1.4%  | 2.7%  |
|   | h                 |       |        |       |       |       | h                         |       | Hj    |       |       |
| Churches  | 11                |       | 4      | 4     | 3     |       | 2                         | 2     | 3     | 2     | 2     |
|   | 1.1%              |       | 3.7%   | 1.5%  | 0.8%  |       | 0.9%                      | 0.9%  | 1.2%  | 1.4%  | 1.1%  |
| Kids (CUME)   | 223               | 10    | 19     | 62    | 90    | 42    | 40                        | 52    | 56    | 31    | 44    |
|   | 22.3%             | 13.7% | 17.4%  | 22.6% | 25.4% | 22.1% | 18.4%                     | 24.3% | 23.0% | 22.0% | 23.8% |
|   | B                 |       |        | b     | Bc    | b     |                           |       |       |       |       |
| Good schools  | 139               | 6     | 13     | 42    | 60    | 18    | 27                        | 35    | 34    | 19    | 24    |
|   | 13.9%             | 8.2%  | 11.9%  | 15.3% | 16.9% | 9.5%  | 12.4%                     | 16.4% | 14.0% | 13.5% | 13.0% |
|   | bf                |       |        | bf    | BF    |       |                           |       |       |       |       |
| Safe neighborhoods/community                        | 50                | 2     | 4      | 15    | 18    | 11    | 5                         | 12    | 14    | 5     | 14    |
|   | 5.0%              | 2.7%  | 3.7%   | 5.5%  | 5.1%  | 5.8%  | 2.3%                      | 5.6%  | 5.8%  | 3.5%  | 7.6%  |
|   | G                 |       |        |       |       |       |                           | g     | g     |       | G     |
| Child care  | 36                | 2     | 2      | 6     | 13    | 13    | 8                         | 7     | 8     | 7     | 6     |
|   | 3.6%              | 2.7%  | 1.8%   | 2.2%  | 3.7%  | 6.8%  | 3.7%                      | 3.3%  | 3.3%  | 5.0%  | 3.2%  |
|   |                   |       |        |       |       | aCD   |                           |       |       |       |       |
| Jobs/Cost of Living (CUME)                          | 188               | 19    | 27     | 43    | 63    | 36    | 45                        | 37    | 43    | 21    | 42    |
|   | 18.8%             | 26.0% | 24.8%  | 15.7% | 17.8% | 18.9% | 20.7%                     | 17.3% | 17.7% | 14.9% | 22.7% |
|   |                   | d     | d      |       |       |       |                           |       |       |       | j     |
| Affordable housing                                  | 115               | 11    | 15     | 21    | 45    | 23    | 25                        | 24    | 25    | 11    | 30    |
|   | 11.5%             | 15.1% | 13.8%  | 7.7%  | 12.7% | 12.1% | 11.5%                     | 11.2% | 10.3% | 7.8%  | 16.2% |
|   | D                 | d     | d      |       | D     |       |                           |       |       |       | iJ    |
| Good jobs/economy                                   | 35                | 3     | 8      | 13    | 8     | 3     | 12                        | 6     | 6     | 6     | 5     |
|   | 3.5%              | 4.1%  | 7.3%   | 4.7%  | 2.3%  | 1.6%  | 5.5%                      | 2.8%  | 2.5%  | 4.3%  | 2.7%  |
|   | f                 |       | eF     | eF    |       |       | i                         |       |       |       |       |
| Affordable healthcare                               | 20                | 2     | 2      | 7     | 6     | 3     | 6                         | 2     | 7     | 1     | 4     |
|   | 2.0%              | 2.7%  | 1.8%   | 2.6%  | 1.7%  | 1.6%  | 2.8%                      | 0.9%  | 2.9%  | 0.7%  | 2.2%  |
|   |                   |       |        |       |       |       |                           |       | j     |       |       |
| More affordable/Affordable entertainment            | 19                | 3     | 2      | 2     | 5     | 7     | 2                         | 5     | 5     | 3     | 4     |
|   | 1.9%              | 4.1%  | 1.8%   | 0.7%  | 1.4%  | 3.7%  | 0.9%                      | 2.3%  | 2.1%  | 2.1%  | 2.2%  |
|   | d                 |       |        |       |       | D     |                           |       |       |       |       |
| Other   | 61                | 6     | 13     | 16    | 12    | 14    | 21                        | 6     | 9     | 9     | 16    |
|   | 6.1%              | 8.2%  | 11.9%  | 5.8%  | 3.4%  | 7.4%  | 9.7%                      | 2.8%  | 3.7%  | 6.4%  | 8.6%  |
|   | HiE               |       | adE    |       |       | e     | aHI                       |       |       |       | HI    |
| Nothing   | 10                | 2     | 1      | 2     | 5     |       | 3                         |       | 2     | 3     | 2     |
|   | 1.0%              | 2.7%  | 0.9%   | 0.7%  | 1.4%  |       | 1.4%                      |       | 0.8%  | 2.1%  | 1.1%  |
| Don't know  | 36                | 4     | 6      | 7     | 14    | 5     | 11                        | 9     | 10    | 2     | 4     |
|   | 3.6%              | 5.5%  | 5.5%   | 2.6%  | 4.0%  | 2.6%  | 5.1%                      | 4.2%  | 4.1%  | 1.4%  | 2.2%  |
|   | j                 |       |        |       |       |       | J                         |       | j     |       |       |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Q10E. What one thing would make Lexington more attractive for EMPTY-NESTERS (PEOPLE WHOSE CHILDREN HAVE MOVED OUT OF THE HOUSE)?

|  | GENDER            |              |                   | AGE GROUP         |                     |                  |                  |                   |                 | ETHNIC IDENTITY |                   |            |                   |
|--|-------------------|--------------|-------------------|-------------------|---------------------|------------------|------------------|-------------------|-----------------|-----------------|-------------------|------------|-------------------|
|  | TOTAL             | MALE         | FEMALE            | 18-24             | 25-34               | 35-44            | 45-54            | 55-64             | 65+             | CAUC            | AA                | HISP       | OTHER             |
|  | (A)               | (B)          | (C)               | (D)               | (E)                 | (F)              | (G)              | (H)               | (I)             | (J)             | (K)               | (L)        | (M)               |
| Base   | 1000              | 487          | 513               | 168               | 194                 | 224              | 156              | 134               | 122             | 838             | 127               | 20         | 25                |
| Things To Do (CUME)  | 522<br>52.2%      | 239<br>49.1% | 283<br>55.2%<br>b | 92<br>54.8%<br>h  | 114<br>58.8%<br>afH | 113<br>50.4%     | 79<br>50.6%      | 60<br>44.8%       | 63<br>51.6%     | 427<br>51.0%    | 77<br>60.6%<br>aJ | 9<br>45.0% | 17<br>68.0%<br>aj |
| Entertainment/activities/<br>cultural events                         | 229<br>22.9%<br>H | 104<br>21.4% | 125<br>24.4%      | 37<br>22.0%       | 55<br>28.4%<br>Hi   | 57<br>25.4%<br>H | 36<br>23.1%      | 20<br>14.9%       | 24<br>19.7%     | 186<br>22.2%    | 36<br>28.3%       | 4<br>20.0% | 6<br>24.0%        |
| Social networking/Social<br>involvement/Places to socialize          | 63<br>6.3%<br>G   | 26<br>5.3%   | 37<br>7.2%        | 17<br>10.1%<br>Gi | 11<br>5.7%          | 17<br>7.6%<br>G  | 4<br>2.6%        | 8<br>6.0%         | 6<br>4.9%       | 48<br>5.7%      | 11<br>8.7%        | 2<br>10.0% | 2<br>8.0%         |
| Greenspace/Parks/Walking trails                                      | 46<br>4.6%        | 20<br>4.1%   | 26<br>5.1%        | 4<br>2.4%         | 11<br>5.7%          | 10<br>4.5%       | 7<br>4.5%        | 8<br>6.0%         | 6<br>4.9%       | 40<br>4.8%      | 3<br>2.4%         | 1<br>5.0%  | 1<br>4.0%         |
| Community activities/events  | 40<br>4.0%<br>H   | 21<br>4.3%   | 19<br>3.7%        | 6<br>3.6%         | 9<br>4.6%<br>h      | 8<br>3.6%        | 9<br>5.8%<br>H   | 2<br>1.5%         | 6<br>4.9%       | 34<br>4.1%      | 6<br>4.7%         |            | 2<br>8.0%         |
| Senior programs/Retirement<br>communities                            | 39<br>3.9%        | 19<br>3.9%   | 20<br>3.9%        | 4<br>2.4%         | 6<br>3.1%           | 10<br>4.5%       | 6<br>3.8%        | 10<br>7.5%<br>Dei | 3<br>2.5%       | 37<br>4.4%      | 3<br>2.4%         |            | 1<br>4.0%         |
| Outdoor/recreational activities/<br>Opportunities for staying active | 34<br>3.4%        | 16<br>3.3%   | 18<br>3.5%        | 7<br>4.2%         | 4<br>2.1%           | 4<br>1.8%        | 8<br>5.1%<br>f   | 4<br>3.0%         | 7<br>5.7%<br>f  | 31<br>3.7%      | 3<br>2.4%         |            |                   |
| Volunteer  | 23<br>2.3%        | 10<br>2.1%   | 13<br>2.5%        | 6<br>3.6%         | 7<br>3.6%           | 3<br>1.3%        | 3<br>1.9%        | 2<br>1.5%         | 2<br>1.6%       | 16<br>1.9%      | 5<br>3.9%         | 1<br>5.0%  | 1<br>4.0%         |
| Educational opportunities  | 20<br>2.0%        | 11<br>2.3%   | 9<br>1.8%         | 3<br>1.8%         | 7<br>3.6%           |                  | 4<br>2.6%        | 3<br>2.2%         | 3<br>2.5%       | 16<br>1.9%      | 3<br>2.4%         |            | 1<br>4.0%         |
| Shopping   | 15<br>1.5%        | 7<br>1.4%    | 8<br>1.6%         | 3<br>1.8%         | 4<br>2.1%           | 3<br>1.3%        | 1<br>0.6%        | 3<br>2.2%         |                 | 12<br>1.4%      | 1<br>0.8%         |            | 2<br>8.0%         |
| Golf courses   | 8<br>0.8%         | 6<br>1.2%    | 2<br>0.4%         | 4<br>2.4%         | 3<br>1.5%           | 1<br>0.4%        |                  |                   |                 | 5<br>0.6%       | 2<br>1.6%         |            | 1<br>4.0%         |
| Places to relax/Quiet places/<br>Leisure activity places             | 8<br>0.8%         | 3<br>0.6%    | 5<br>1.0%         | 1<br>0.6%         | 1<br>0.5%           | 1<br>0.4%        | 1<br>0.6%        |                   | 4<br>3.3%<br>f  | 6<br>0.7%       | 2<br>1.6%         |            |                   |
| Church   | 5<br>0.5%         | 1<br>0.2%    | 4<br>0.8%         |                   |                     |                  |                  | 1<br>0.7%         | 4<br>3.3%<br>a  | 3<br>0.4%       | 2<br>1.6%         | 1<br>5.0%  |                   |
| Jobs/Cost of Living (CUME)   | 125<br>12.5%<br>D | 61<br>12.5%  | 64<br>12.5%       | 12<br>7.1%        | 22<br>11.3%         | 26<br>11.6%      | 27<br>17.3%<br>D | 23<br>17.2%<br>D  | 15<br>12.3%     | 109<br>13.0%    | 15<br>11.8%       |            | 2<br>8.0%         |
| Affordable housing/housing in<br>general                             | 70<br>7.0%<br>D   | 30<br>6.2%   | 40<br>7.8%        | 6<br>3.6%         | 10<br>5.2%          | 18<br>8.0%       | 15<br>9.6%<br>d  | 11<br>8.2%<br>D   | 10<br>8.2%<br>d | 60<br>7.2%      | 10<br>7.9%        |            | 1<br>4.0%         |
| Health care  | 30<br>3.0%<br>dI  | 19<br>3.9%   | 11<br>2.1%        | 2<br>1.2%         | 8<br>4.1%<br>dI     | 5<br>2.2%        | 6<br>3.8%<br>i   | 8<br>6.0%<br>DI   | 1<br>0.8%       | 28<br>3.3%      | 2<br>1.6%         |            |                   |
| Employment opportunities   | 19<br>1.9%        | 10<br>2.1%   | 9<br>1.8%         | 2<br>1.2%         | 2<br>1.0%           | 3<br>1.3%        | 5<br>3.2%        | 4<br>3.0%         | 3<br>2.5%       | 17<br>2.0%      | 2<br>1.6%         |            |                   |
| Lower taxes  | 7<br>0.7%         | 3<br>0.6%    | 4<br>0.8%         | 2<br>1.2%         | 2<br>1.0%           |                  | 1<br>0.6%        | 1<br>0.7%         | 1<br>0.8%       | 5<br>0.6%       | 1<br>0.8%         |            | 1<br>4.0%         |
| Vibrant downtown   | 41<br>4.1%<br>i   | 23<br>4.7%   | 18<br>3.5%        | 6<br>3.6%         | 6<br>3.1%           | 14<br>6.2%<br>I  | 7<br>4.5%        | 6<br>4.5%         | 2<br>1.6%       | 35<br>4.2%      | 4<br>3.1%         |            | 1<br>4.0%         |

(Continued)

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Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.



Q10E. What one thing would make Lexington more attractive for EMPTY-NESTERS (PEOPLE WHOSE CHILDREN HAVE MOVED OUT OF THE HOUSE)?

|                 | GENDER            |                   |             | AGE GROUP            |                  |                  |                 |                     |                  | ETHNIC IDENTITY |             |                    |            |
|-----------------|-------------------|-------------------|-------------|----------------------|------------------|------------------|-----------------|---------------------|------------------|-----------------|-------------|--------------------|------------|
|                 | TOTAL             | MALE              | FEMALE      | 18-24                | 25-34            | 35-44            | 45-54           | 55-64               | 65+              | CAUC            | AA          | HISP               | OTHER      |
|                 | (A)               | (B)               | (C)         | (D)                  | (E)              | (F)              | (G)             | (H)                 | (I)              | (J)             | (K)         | (L)                | (M)        |
| Transportation  | 28<br>2.8%        | 17<br>3.5%        | 11<br>2.1%  | 4<br>2.4%            | 6<br>3.1%        | 6<br>2.7%        | 2<br>1.3%       | 2<br>1.5%           | 8<br>6.6%<br>dGH | 28<br>3.3%      |             |                    |            |
| Safety/Security | 24<br>2.4%        | 9<br>1.8%         | 15<br>2.9%  | 3<br>1.8%            | 2<br>1.0%        | 6<br>2.7%        | 5<br>3.2%       | 5<br>3.7%           | 3<br>2.5%        | 21<br>2.5%      | 2<br>1.6%   | 1<br>5.0%          |            |
| Other           | 53<br>5.3%<br>D   | 28<br>5.7%        | 25<br>4.9%  | 4<br>2.4%            | 7<br>3.6%        | 14<br>6.2%<br>d  | 10<br>6.4%<br>d | 13<br>9.7%<br>aDEi  | 5<br>4.1%        | 45<br>5.4%      | 6<br>4.7%   |                    | 1<br>4.0%  |
| Nothing         | 34<br>3.4%<br>e   | 15<br>3.1%        | 19<br>3.7%  | 3<br>1.8%            | 3<br>1.5%        | 8<br>3.6%        | 3<br>1.9%       | 11<br>8.2%<br>ADEfG | 5<br>4.1%        | 32<br>3.8%      |             | 1<br>5.0%          | 1<br>4.0%  |
| Don't know      | 184<br>18.4%<br>H | 101<br>20.7%<br>c | 83<br>16.2% | 45<br>26.8%<br>AFGHi | 38<br>19.6%<br>H | 40<br>17.9%<br>H | 25<br>16.0%     | 14<br>10.4%         | 22<br>18.0%<br>h | 152<br>18.1%    | 23<br>18.1% | 9<br>45.0%<br>AJKM | 3<br>12.0% |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q10E. What one thing would make Lexington more attractive for EMPTY-NESTERS (PEOPLE WHOSE CHILDREN HAVE MOVED OUT OF THE HOUSE)?

|  | AREA OF LEXINGTON |             |                    |              |                   |                | YEARS LIVING IN LEXINGTON |                  |                  |                  |                    |
|--|-------------------|-------------|--------------------|--------------|-------------------|----------------|---------------------------|------------------|------------------|------------------|--------------------|
|  | TOTAL             | NORTH       | DNTOWN             | WEST         | SOUTH             | EAST           | < 10                      | 10-19            | 20-29            | 30-39            | 40+                |
|  | (A)               | (B)         | (C)                | (D)          | (E)               | (F)            | (G)                       | (H)              | (I)              | (J)              | (K)                |
| Base   | 1000              | 73          | 109                | 274          | 354               | 190            | 217                       | 214              | 243              | 141              | 185                |
| Things To Do (CUME)  | 522<br>52.2%      | 35<br>47.9% | 58<br>53.2%        | 146<br>53.3% | 177<br>50.0%      | 106<br>55.8%   | 123<br>56.7%<br>k         | 110<br>51.4%     | 129<br>53.1%     | 73<br>51.8%      | 87<br>47.0%        |
| Entertainment/activities/<br>cultural events                         | 229<br>22.9%<br>K | 16<br>21.9% | 27<br>24.8%        | 62<br>22.6%  | 80<br>22.6%       | 44<br>23.2%    | 56<br>25.8%<br>K          | 53<br>24.8%<br>K | 54<br>22.2%<br>k | 38<br>27.0%<br>K | 28<br>15.1%        |
| Social networking/Social<br>involvement/Places to socialize          | 63<br>6.3%        | 5<br>6.8%   | 4<br>3.7%          | 19<br>6.9%   | 20<br>5.6%        | 15<br>7.9%     | 11<br>5.1%                | 16<br>7.5%<br>j  | 20<br>8.2%<br>J  | 5<br>3.5%        | 11<br>5.9%         |
| Greenspace/Parks/Walking trails                                      | 46<br>4.6%        | 5<br>6.8%   | 4<br>3.7%          | 14<br>5.1%   | 15<br>4.2%        | 8<br>4.2%      | 13<br>6.0%                | 9<br>4.2%        | 10<br>4.1%       | 8<br>5.7%        | 6<br>3.2%          |
| Community activities/events  | 40<br>4.0%        | 5<br>6.8%   | 4<br>3.7%          | 10<br>3.6%   | 14<br>4.0%        | 7<br>3.7%      | 13<br>6.0%                | 6<br>2.8%        | 8<br>3.3%        | 5<br>3.5%        | 8<br>4.3%          |
| Senior programs/Retirement<br>communities                            | 39<br>3.9%        |             | 4<br>3.7%          | 11<br>4.0%   | 12<br>3.4%        | 12<br>6.3%     | 10<br>4.6%                | 5<br>2.3%        | 7<br>2.9%        | 8<br>5.7%        | 9<br>4.9%          |
| Outdoor/recreational activities/<br>Opportunities for staying active | 34<br>3.4%        | 2<br>2.7%   | 2<br>1.8%          | 13<br>4.7%   | 13<br>3.7%        | 4<br>2.1%      | 4<br>1.8%                 | 5<br>2.3%        | 9<br>3.7%        | 3<br>2.1%        | 13<br>7.0%<br>aGHJ |
| Volunteer  | 23<br>2.3%        | 1<br>1.4%   | 5<br>4.6%          | 7<br>2.6%    | 7<br>2.0%         | 3<br>1.6%      | 6<br>2.8%                 | 6<br>2.8%        | 7<br>2.9%        | 2<br>1.4%        | 2<br>1.1%          |
| Educational opportunities  | 20<br>2.0%        |             | 3<br>2.8%          | 5<br>1.8%    | 9<br>2.5%         | 3<br>1.6%      | 5<br>2.3%                 | 3<br>1.4%        | 7<br>2.9%        | 3<br>2.1%        | 2<br>1.1%          |
| Shopping   | 15<br>1.5%        | 1<br>1.4%   | 2<br>1.8%          | 3<br>1.1%    | 7<br>2.0%         | 2<br>1.1%      | 4<br>1.8%                 | 3<br>1.4%        | 3<br>1.2%        | 2<br>1.4%        | 3<br>1.6%          |
| Golf courses   | 8<br>0.8%         |             | 2<br>1.8%          | 1<br>0.4%    | 1<br>0.3%         | 4<br>2.1%<br>e | 3<br>1.4%                 | 2<br>0.9%        | 3<br>1.2%        |                  |                    |
| Places to relax/Quiet places/<br>Leisure activity places             | 8<br>0.8%         |             | 1<br>0.9%          | 3<br>1.1%    | 1<br>0.3%         | 3<br>1.6%      |                           | 2<br>0.9%        | 2<br>0.8%        |                  | 4<br>2.2%          |
| Church   | 5<br>0.5%         |             |                    | 1<br>0.4%    | 2<br>0.6%         | 2<br>1.1%      | 2<br>0.9%                 |                  |                  |                  | 3<br>1.6%          |
| Jobs/Cost of Living (CUME)   | 125<br>12.5%      | 7<br>9.6%   | 12<br>11.0%        | 31<br>11.3%  | 57<br>16.1%<br>dF | 18<br>9.5%     | 24<br>11.1%               | 27<br>12.6%      | 27<br>11.1%      | 17<br>12.1%      | 30<br>16.2%        |
| Affordable housing/housing in<br>general                             | 70<br>7.0%<br>c   | 4<br>5.5%   | 4<br>3.7%          | 17<br>6.2%   | 34<br>9.6%<br>Cf  | 11<br>5.8%     | 15<br>6.9%                | 12<br>5.6%       | 17<br>7.0%       | 10<br>7.1%       | 16<br>8.6%         |
| Health care  | 30<br>3.0%        | 1<br>1.4%   | 2<br>1.8%          | 10<br>3.6%   | 14<br>4.0%<br>f   | 3<br>1.6%      | 5<br>2.3%                 | 10<br>4.7%       | 5<br>2.1%        | 4<br>2.8%        | 6<br>3.2%          |
| Employment opportunities   | 19<br>1.9%<br>IF  | 1<br>1.4%   | 5<br>4.6%<br>dF    | 3<br>1.1%    | 9<br>2.5%<br>F    | 1<br>0.5%      | 3<br>1.4%                 | 3<br>1.4%        | 1<br>0.4%        | 3<br>2.1%        | 9<br>4.9%<br>aGhI  |
| Lower taxes  | 7<br>0.7%         | 1<br>1.4%   | 1<br>0.9%          | 1<br>0.4%    | 1<br>0.3%         | 3<br>1.6%      | 1<br>0.5%                 | 2<br>0.9%        | 4<br>1.6%        |                  |                    |
| Vibrant downtown   | 41<br>4.1%<br>e   | 5<br>6.8%   | 11<br>10.1%<br>ADE | 8<br>2.9%    | 8<br>2.3%         | 9<br>4.7%      | 11<br>5.1%                | 11<br>5.1%       | 9<br>3.7%        | 3<br>2.1%        | 7<br>3.8%          |

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Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
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Q10E. What one thing would make Lexington more attractive for EMPTY-NESTERS (PEOPLE WHOSE CHILDREN HAVE MOVED OUT OF THE HOUSE)?

|                 | AREA OF LEXINGTON |                      |             |                   |                 |             | YEARS LIVING IN LEXINGTON |                  |                  |                 |                 |
|-----------------|-------------------|----------------------|-------------|-------------------|-----------------|-------------|---------------------------|------------------|------------------|-----------------|-----------------|
|                 | TOTAL             | NORTH                | DNTOWN      | WEST              | SOUTH           | EAST        | < 10                      | 10-19            | 20-29            | 30-39           | 40+             |
|                 | (A)               | (B)                  | (C)         | (D)               | (E)             | (F)         | (G)                       | (H)              | (I)              | (J)             | (K)             |
| Transportation  | 28<br>2.8%<br>I   |                      | 2<br>1.8%   | 13<br>4.7%<br>e   | 7<br>2.0%       | 6<br>3.2%   | 9<br>4.1%<br>I            | 6<br>2.8%        | 2<br>0.8%        | 8<br>5.7%<br>Ik | 3<br>1.6%       |
| Safety/Security | 24<br>2.4%<br>h   | 1<br>1.4%            | 2<br>1.8%   | 8<br>2.9%         | 7<br>2.0%       | 6<br>3.2%   | 3<br>1.4%                 | 2<br>0.9%        | 7<br>2.9%        | 4<br>2.8%       | 8<br>4.3%<br>gH |
| Other           | 53<br>5.3%        | 3<br>4.1%            | 9<br>8.3%   | 12<br>4.4%        | 19<br>5.4%      | 10<br>5.3%  | 9<br>4.1%                 | 11<br>5.1%       | 10<br>4.1%       | 11<br>7.8%      | 12<br>6.5%      |
| Nothing         | 34<br>3.4%<br>f   | 1<br>1.4%            | 2<br>1.8%   | 14<br>5.1%<br>BcF | 14<br>4.0%<br>f | 3<br>1.6%   | 5<br>2.3%                 | 5<br>2.3%        | 7<br>2.9%        | 8<br>5.7%       | 9<br>4.9%       |
| Don't know      | 184<br>18.4%      | 21<br>28.8%<br>aCDef | 16<br>14.7% | 45<br>16.4%       | 67<br>18.9%     | 35<br>18.4% | 36<br>16.6%               | 45<br>21.0%<br>j | 53<br>21.8%<br>J | 19<br>13.5%     | 31<br>16.8%     |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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Q10F. What one thing would make Lexington more attractive for RETIREES?

|   | GENDER              |                    |                    | AGE GROUP          |                    |                    |                    |                    |                     | ETHNIC IDENTITY    |                     |             |             |
|---|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|--------------------|---------------------|-------------|-------------|
|   | TOTAL               | MALE               | FEMALE             | 18-24              | 25-34              | 35-44              | 45-54              | 55-64              | 65+                 | CAUC               | AA                  | HISP        | OTHER       |
|   | (A)                 | (B)                | (C)                | (D)                | (E)                | (F)                | (G)                | (H)                | (I)                 | (J)                | (K)                 | (L)         | (M)         |
| Base  | 1000                | 487                | 513                | 168                | 194                | 224                | 156                | 134                | 122                 | 838                | 127                 | 20          | 25          |
| Things To Do (CUME)                             | 418<br>41.8%<br>F   | 184<br>37.8%<br>F  | 234<br>45.6%<br>B  | 73<br>43.5%<br>f   | 79<br>40.7%<br>F   | 76<br>33.9%<br>F   | 75<br>48.1%<br>F   | 56<br>41.8%<br>F   | 59<br>48.4%<br>F    | 333<br>39.7%<br>A  | 65<br>51.2%<br>AJ   | 10<br>50.0% | 14<br>56.0% |
| Community activities/Community senior programs  | 118<br>11.8%<br>E   | 54<br>11.1%<br>E   | 64<br>12.5%<br>E   | 24<br>14.3%<br>E   | 13<br>6.7%<br>E    | 27<br>12.1%<br>e   | 24<br>15.4%<br>E   | 13<br>9.7%<br>E    | 17<br>13.9%<br>E    | 84<br>10.0%<br>A   | 26<br>20.5%<br>AJ   | 3<br>15.0%  | 3<br>12.0%  |
| Entertainment/Cultural events                   | 116<br>11.6%<br>F   | 48<br>9.9%<br>F    | 68<br>13.3%<br>b   | 14<br>8.3%<br>b    | 30<br>15.5%<br>DF  | 17<br>7.6%<br>DF   | 26<br>16.7%<br>DFh | 13<br>9.7%<br>DFh  | 16<br>13.1%<br>DFh  | 97<br>11.6%<br>DFh | 16<br>12.6%<br>DFh  | 1<br>5.0%   | 5<br>20.0%  |
| Recreational/outdoor recreational opportunities | 79<br>7.9%<br>f     | 33<br>6.8%<br>f    | 46<br>9.0%<br>f    | 11<br>6.5%<br>f    | 15<br>7.7%<br>f    | 13<br>5.8%<br>f    | 12<br>7.7%<br>f    | 15<br>11.2%<br>f   | 13<br>10.7%<br>f    | 70<br>8.4%<br>f    | 8<br>6.3%<br>f      | 1<br>5.0%   | 2<br>8.0%   |
| Volunteer opportunities                         | 34<br>3.4%<br>I     | 12<br>2.5%<br>I    | 22<br>4.3%<br>I    | 8<br>4.8%<br>I     | 10<br>5.2%<br>I    | 7<br>3.1%<br>I     | 4<br>2.6%<br>I     | 4<br>3.0%<br>I     | 1<br>0.8%<br>I      | 26<br>3.1%<br>I    | 7<br>5.5%<br>I      | 1<br>5.0%   |             |
| Greenspace/Parks                                | 23<br>2.3%<br>I     | 12<br>2.5%<br>I    | 11<br>2.1%<br>I    | 6<br>3.6%<br>I     | 3<br>1.5%<br>I     | 3<br>1.3%<br>I     | 4<br>2.6%<br>I     | 4<br>3.0%<br>I     | 3<br>2.5%<br>I      | 18<br>2.1%<br>I    | 3<br>2.4%<br>I      | 1<br>5.0%   | 1<br>4.0%   |
| Continuing education                            | 19<br>1.9%<br>F     | 10<br>2.1%<br>F    | 9<br>1.8%<br>F     | 2<br>1.2%<br>F     | 6<br>3.1%<br>F     | 1<br>0.4%<br>F     | 3<br>1.9%<br>F     | 2<br>1.5%<br>F     | 5<br>4.1%<br>F      | 14<br>1.7%<br>F    | 3<br>2.4%<br>F      | 1<br>5.0%   | 1<br>4.0%   |
| Golf courses                                    | 17<br>1.7%<br>GHI   | 8<br>1.6%<br>GHI   | 9<br>1.8%<br>GHI   | 7<br>4.2%<br>GHI   | 3<br>1.5%<br>GHI   | 4<br>1.8%<br>GHI   | 1<br>0.6%<br>GHI   | 1<br>0.7%<br>GHI   | 1<br>0.8%<br>GHI    | 13<br>1.6%<br>GHI  | 1<br>0.8%<br>GHI    | 2<br>10.0%  | 1<br>4.0%   |
| More activities/access to activities downtown   | 17<br>1.7%<br>d     | 9<br>1.8%<br>d     | 8<br>1.6%<br>d     | 1<br>0.6%<br>d     | 3<br>1.5%<br>d     | 5<br>2.2%<br>d     | 2<br>1.3%<br>d     | 5<br>3.7%<br>d     | 1<br>0.8%<br>d      | 13<br>1.6%<br>d    | 2<br>1.6%<br>d      |             | 1<br>4.0%   |
| Churches  | 3<br>0.3%<br>I      | 1<br>0.2%<br>I     | 2<br>0.4%<br>I     |                    |                    | 1<br>0.4%<br>I     |                    |                    | 2<br>1.6%<br>I      | 3<br>0.4%<br>I     |                     |             |             |
| Health/Senior Care (CUME)                       | 183<br>18.3%<br>LmI | 95<br>19.5%<br>LmI | 88<br>17.2%<br>LmI | 23<br>13.7%<br>LmI | 29<br>14.9%<br>LmI | 49<br>21.9%<br>DeI | 36<br>23.1%<br>DeI | 31<br>23.1%<br>DeI | 14<br>11.5%<br>DeI  | 150<br>17.9%<br>Lm | 32<br>25.2%<br>ajLM | 1<br>5.0%   | 2<br>8.0%   |
| Healthcare/benefits                             | 93<br>9.3%<br>c     | 54<br>11.1%<br>c   | 39<br>7.6%<br>c    | 10<br>6.0%<br>c    | 16<br>8.2%<br>c    | 28<br>12.5%<br>Di  | 18<br>11.5%<br>d   | 13<br>9.7%<br>d    | 8<br>6.6%<br>d      | 77<br>9.2%<br>d    | 17<br>13.4%<br>d    |             |             |
| Retirement communities/Assisted living          | 92<br>9.2%<br>I     | 42<br>8.6%<br>I    | 50<br>9.7%<br>I    | 13<br>7.7%<br>I    | 14<br>7.2%<br>I    | 22<br>9.8%<br>i    | 18<br>11.5%<br>I   | 18<br>13.4%<br>eI  | 6<br>4.9%<br>eI     | 75<br>8.9%<br>eI   | 15<br>11.8%<br>eI   | 1<br>5.0%   | 2<br>8.0%   |
| Better public transportation                    | 89<br>8.9%<br>Kd    | 46<br>9.4%<br>Kd   | 43<br>8.4%<br>Kd   | 9<br>5.4%<br>Kd    | 19<br>9.8%<br>Kd   | 22<br>9.8%<br>d    | 10<br>6.4%<br>d    | 10<br>7.5%<br>d    | 18<br>14.8%<br>aDGh | 83<br>9.9%<br>K    | 2<br>1.6%<br>K      |             | 3<br>12.0%  |
| Jobs/Cost of Living (CUME)                      | 81<br>8.1%<br>i     | 39<br>8.0%<br>i    | 42<br>8.2%<br>i    | 15<br>8.9%<br>i    | 17<br>8.8%<br>i    | 23<br>10.3%<br>i   | 10<br>6.4%<br>i    | 10<br>7.5%<br>i    | 6<br>4.9%<br>i      | 70<br>8.4%<br>i    | 10<br>7.9%<br>i     |             | 1<br>4.0%   |
| Affordable housing                              | 54<br>5.4%<br>h     | 21<br>4.3%<br>h    | 33<br>6.4%<br>h    | 9<br>5.4%<br>h     | 12<br>6.2%<br>h    | 16<br>7.1%<br>h    | 8<br>5.1%<br>h     | 4<br>3.0%<br>h     | 5<br>4.1%<br>h      | 50<br>6.0%<br>h    | 4<br>3.1%<br>h      |             |             |
| Lower taxes/Tax breaks                          | 14<br>1.4%<br>C     | 11<br>2.3%<br>C    | 3<br>0.6%<br>C     | 4<br>2.4%<br>C     | 1<br>0.5%<br>C     | 4<br>1.8%<br>C     | 2<br>1.3%<br>C     | 3<br>2.2%<br>C     |                     | 10<br>1.2%<br>C    | 3<br>2.4%<br>C      |             | 1<br>4.0%   |
| Job opportunities                               | 13<br>1.3%<br>C     | 7<br>1.4%<br>C     | 6<br>1.2%<br>C     | 2<br>1.2%<br>C     | 4<br>2.1%<br>C     | 3<br>1.3%<br>C     |                    | 3<br>2.2%<br>C     | 1<br>0.8%<br>C      | 10<br>1.2%<br>C    | 3<br>2.4%<br>C      |             |             |

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Q10F. What one thing would make Lexington more attractive for RETIREES?

|                 | GENDER |       |        | AGE GROUP |       |       |       |       |      | ETHNIC IDENTITY |       |       |       |
|-----------------|--------|-------|--------|-----------|-------|-------|-------|-------|------|-----------------|-------|-------|-------|
|                 | TOTAL  | MALE  | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | CAUC            | AA    | HISP  | OTHER |
|                 | (A)    | (B)   | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)  | (J)             | (K)   | (L)   | (M)   |
| Safety/Security | 26     | 14    | 12     |           | 5     | 7     | 4     | 6     | 4    | 23              | 2     |       | 1     |
|                 | 2.6%   | 2.9%  | 2.3%   |           | 2.6%  | 3.1%  | 2.6%  | 4.5%  | 3.3% | 2.7%            | 1.6%  |       | 4.0%  |
| Other           | 50     | 25    | 25     | 11        | 6     | 11    | 7     | 7     | 8    | 44              | 5     |       | 1     |
|                 | 5.0%   | 5.1%  | 4.9%   | 6.5%      | 3.1%  | 4.9%  | 4.5%  | 5.2%  | 6.6% | 5.3%            | 3.9%  |       | 4.0%  |
| Nothing         | 31     | 16    | 15     | 1         | 3     | 7     | 3     | 9     | 8    | 30              |       | 1     | 1     |
|                 | 3.1%   | 3.3%  | 2.9%   | 0.6%      | 1.5%  | 3.1%  | 1.9%  | 6.7%  | 6.6% | 3.6%            |       | 5.0%  | 4.0%  |
|                 | D      |       |        |           |       | d     |       | DEG   | DEg  |                 |       |       |       |
| Don't know      | 135    | 77    | 58     | 40        | 38    | 30    | 14    | 6     | 7    | 115             | 13    | 8     | 2     |
|                 | 13.5%  | 15.8% | 11.3%  | 23.8%     | 19.6% | 13.4% | 9.0%  | 4.5%  | 5.7% | 13.7%           | 10.2% | 40.0% | 8.0%  |
|                 | gHI    | C     |        | AFGHI     | AfGHI | HI    |       |       |      |                 |       | AJKM  |       |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q10F. What one thing would make Lexington more attractive for RETIREES?

|   | AREA OF LEXINGTON |                  |                   |                   |                    |                  | YEARS LIVING IN LEXINGTON |                   |                    |                  |                  |
|---|-------------------|------------------|-------------------|-------------------|--------------------|------------------|---------------------------|-------------------|--------------------|------------------|------------------|
|   | TOTAL             | NORTH            | DNTOWN            | WEST              | SOUTH              | EAST             | < 10                      | 10-19             | 20-29              | 30-39            | 40+              |
|   | (A)               | (B)              | (C)               | (D)               | (E)                | (F)              | (G)                       | (H)               | (I)                | (J)              | (K)              |
| Base  | 1000              | 73               | 109               | 274               | 354                | 190              | 217                       | 214               | 243                | 141              | 185              |
| Things To Do (CUME)                             | 418<br>41.8%<br>h | 36<br>49.3%<br>e | 49<br>45.0%       | 116<br>42.3%      | 133<br>37.6%       | 84<br>44.2%      | 89<br>41.0%               | 75<br>35.0%       | 117<br>48.1%<br>aH | 60<br>42.6%      | 77<br>41.6%      |
| Community activities/Community senior programs  | 118<br>11.8%      | 13<br>17.8%<br>d | 16<br>14.7%       | 24<br>8.8%        | 40<br>11.3%        | 25<br>13.2%      | 23<br>10.6%               | 21<br>9.8%        | 34<br>14.0%        | 16<br>11.3%      | 24<br>13.0%      |
| Entertainment/Cultural events                   | 116<br>11.6%      | 12<br>16.4%      | 16<br>14.7%       | 36<br>13.1%       | 33<br>9.3%         | 19<br>10.0%      | 28<br>12.9%               | 23<br>10.7%       | 26<br>10.7%        | 17<br>12.1%      | 22<br>11.9%      |
| Recreational/outdoor recreational opportunities | 79<br>7.9%<br>H   | 5<br>6.8%        | 5<br>4.6%         | 31<br>11.3%<br>CF | 27<br>7.6%         | 11<br>5.8%       | 20<br>9.2%<br>H           | 7<br>3.3%         | 20<br>8.2%<br>H    | 14<br>9.9%<br>H  | 18<br>9.7%<br>H  |
| Volunteer opportunities                         | 34<br>3.4%<br>j   | 2<br>2.7%        | 4<br>3.7%         | 9<br>3.3%         | 10<br>2.8%         | 9<br>4.7%        | 7<br>3.2%                 | 7<br>3.3%         | 14<br>5.8%<br>Jk   | 2<br>1.4%        | 4<br>2.2%        |
| Greenspace/Parks                                | 23<br>2.3%        | 1<br>1.4%        | 3<br>2.8%         | 3<br>1.1%         | 12<br>3.4%<br>D    | 4<br>2.1%        | 3<br>1.4%                 | 4<br>1.9%         | 9<br>3.7%          | 3<br>2.1%        | 4<br>2.2%        |
| Continuing education                            | 19<br>1.9%        |                  | 1<br>0.9%         | 7<br>2.6%         | 8<br>2.3%          | 3<br>1.6%        | 4<br>1.8%                 | 4<br>1.9%         | 6<br>2.5%          | 2<br>1.4%        | 3<br>1.6%        |
| Golf courses                                    | 17<br>1.7%        | 2<br>2.7%        | 1<br>0.9%         | 3<br>1.1%         | 5<br>1.4%          | 6<br>3.2%        | 6<br>2.8%                 | 6<br>2.8%         | 4<br>1.6%          | 1<br>0.7%        |                  |
| More activities/access to activities downtown   | 17<br>1.7%        | 1<br>1.4%        | 3<br>2.8%         | 3<br>1.1%         | 3<br>0.8%          | 7<br>3.7%<br>de  | 3<br>1.4%                 | 3<br>1.4%         | 4<br>1.6%          | 5<br>3.5%        | 2<br>1.1%        |
| Churches  | 3<br>0.3%         |                  |                   | 1<br>0.4%         |                    | 2<br>1.1%        |                           |                   | 1<br>0.4%          |                  | 2<br>1.1%        |
| Health/Senior Care (CUME)                       | 183<br>18.3%<br>B | 5<br>6.8%        | 25<br>22.9%<br>B  | 50<br>18.2%<br>B  | 61<br>17.2%<br>B   | 42<br>22.1%<br>B | 38<br>17.5%               | 39<br>18.2%       | 37<br>15.2%        | 27<br>19.1%      | 42<br>22.7%<br>i |
| Healthcare/benefits                             | 93<br>9.3%<br>B   | 2<br>2.7%        | 16<br>14.7%<br>Be | 28<br>10.2%<br>B  | 27<br>7.6%<br>B    | 20<br>10.5%<br>B | 16<br>7.4%                | 24<br>11.2%<br>i  | 16<br>6.6%         | 17<br>12.1%<br>i | 20<br>10.8%      |
| Retirement communities/Assisted living          | 92<br>9.2%<br>B   | 3<br>4.1%        | 9<br>8.3%         | 24<br>8.8%        | 34<br>9.6%<br>B    | 22<br>11.6%<br>B | 23<br>10.6%               | 15<br>7.0%        | 22<br>9.1%         | 10<br>7.1%       | 22<br>11.9%<br>h |
| Better public transportation                    | 89<br>8.9%<br>i   | 8<br>11.0%       | 10<br>9.2%        | 32<br>11.7%<br>eF | 27<br>7.6%         | 12<br>6.3%       | 20<br>9.2%                | 27<br>12.6%<br>Ik | 14<br>5.8%         | 15<br>10.6%      | 13<br>7.0%       |
| Jobs/Cost of Living (CUME)                      | 81<br>8.1%        | 4<br>5.5%        | 8<br>7.3%         | 19<br>6.9%        | 38<br>10.7%<br>bdf | 12<br>6.3%       | 20<br>9.2%                | 20<br>9.3%        | 19<br>7.8%         | 10<br>7.1%       | 12<br>6.5%       |
| Affordable housing                              | 54<br>5.4%<br>C   | 2<br>2.7%        | 2<br>1.8%         | 16<br>5.8%<br>C   | 28<br>7.9%<br>BCF  | 6<br>3.2%        | 15<br>6.9%<br>j           | 14<br>6.5%<br>j   | 12<br>4.9%         | 4<br>2.8%        | 9<br>4.9%        |
| Lower taxes/Tax breaks                          | 14<br>1.4%        | 2<br>2.7%        | 4<br>3.7%         |                   | 4<br>1.1%          | 4<br>2.1%        | 2<br>0.9%                 | 4<br>1.9%         | 6<br>2.5%<br>k     | 1<br>0.7%        | 1<br>0.5%        |
| Job opportunities                               | 13<br>1.3%        |                  | 2<br>1.8%         | 3<br>1.1%         | 6<br>1.7%          | 2<br>1.1%        | 3<br>1.4%                 | 2<br>0.9%         | 1<br>0.4%          | 5<br>3.5%<br>i   | 2<br>1.1%        |

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Lower case letters indicate significance at the 90% level.

Q10F. What one thing would make Lexington more attractive for RETIREES?

|                 | AREA OF LEXINGTON |                |             |                  |                    |                 | YEARS LIVING IN LEXINGTON |                   |                   |            |                    |
|-----------------|-------------------|----------------|-------------|------------------|--------------------|-----------------|---------------------------|-------------------|-------------------|------------|--------------------|
|                 | TOTAL             | NORTH          | DNTOWN      | WEST             | SOUTH              | EAST            | < 10                      | 10-19             | 20-29             | 30-39      | 40+                |
|                 | (A)               | (B)            | (C)         | (D)              | (E)                | (F)             | (G)                       | (H)               | (I)               | (J)        | (K)                |
| Safety/Security | 26<br>2.6%        | 1<br>1.4%      | 3<br>2.8%   | 6<br>2.2%        | 11<br>3.1%         | 5<br>2.6%       | 4<br>1.8%                 | 8<br>3.7%         | 6<br>2.5%         | 3<br>2.1%  | 5<br>2.7%          |
| Other           | 50<br>5.0%<br>iC  | 6<br>8.2%<br>c | 2<br>1.8%   | 19<br>6.9%<br>Ce | 13<br>3.7%         | 10<br>5.3%<br>c | 10<br>4.6%                | 11<br>5.1%        | 7<br>2.9%         | 9<br>6.4%  | 13<br>7.0%<br>i    |
| Nothing         | 31<br>3.1%<br>g   | 1<br>1.4%      | 2<br>1.8%   | 10<br>3.6%       | 14<br>4.0%         | 4<br>2.1%       | 3<br>1.4%                 | 5<br>2.3%         | 4<br>1.6%         | 5<br>3.5%  | 14<br>7.6%<br>AGHI |
| Don't know      | 135<br>13.5%<br>K | 13<br>17.8%    | 11<br>10.1% | 29<br>10.6%      | 61<br>17.2%<br>CDF | 21<br>11.1%     | 37<br>17.1%<br>JK         | 34<br>15.9%<br>jK | 40<br>16.5%<br>jK | 14<br>9.9% | 10<br>5.4%         |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q11. What one thing would increase your sense of connection and belonging to the Lexington community?

|  | GENDER            |                  |                   | AGE GROUP           |                   |                  |                   |                     |                   | ETHNIC IDENTITY   |             |            |            |
|--|-------------------|------------------|-------------------|---------------------|-------------------|------------------|-------------------|---------------------|-------------------|-------------------|-------------|------------|------------|
|  | TOTAL             | MALE             | FEMALE            | 18-24               | 25-34             | 35-44            | 45-54             | 55-64               | 65+               | CAUC              | AA          | HISP       | OTHER      |
|  | (A)               | (B)              | (C)               | (D)                 | (E)               | (F)              | (G)               | (H)                 | (I)               | (J)               | (K)         | (L)        | (M)        |
| Base   | 1000              | 487              | 513               | 168                 | 194               | 224              | 156               | 134                 | 122               | 838               | 127         | 20         | 25         |
| Things To Do (CUME)  | 237<br>23.7%<br>h | 101<br>20.7%     | 136<br>26.5%<br>B | 33<br>19.6%         | 49<br>25.3%<br>h  | 59<br>26.3%<br>H | 46<br>29.5%<br>DH | 23<br>17.2%         | 27<br>22.1%       | 191<br>22.8%      | 34<br>26.8% | 3<br>15.0% | 7<br>28.0% |
| Vibrant downtown/Downtown<br>nightlife/entertainment                                   | 88<br>8.8%<br>I   | 40<br>8.2%       | 48<br>9.4%        | 19<br>11.3%<br>hI   | 19<br>9.8%<br>I   | 21<br>9.4%<br>I  | 17<br>10.9%<br>I  | 8<br>6.0%           | 4<br>3.3%         | 68<br>8.1%        | 16<br>12.6% |            | 3<br>12.0% |
| Community activities/events  | 57<br>5.7%<br>h   | 24<br>4.9%       | 33<br>6.4%        | 9<br>5.4%           | 13<br>6.7%        | 15<br>6.7%<br>h  | 11<br>7.1%        | 4<br>3.0%           | 5<br>4.1%         | 48<br>5.7%        | 7<br>5.5%   | 2<br>10.0% | 1<br>4.0%  |
| Cultural activities  | 46<br>4.6%        | 17<br>3.5%       | 29<br>5.7%        | 6<br>3.6%           | 10<br>5.2%        | 11<br>4.9%       | 10<br>6.4%        | 4<br>3.0%           | 5<br>4.1%         | 36<br>4.3%        | 7<br>5.5%   |            | 3<br>12.0% |
| Greenspace/parks   | 16<br>1.6%        | 7<br>1.4%        | 9<br>1.8%         |                     | 4<br>2.1%         | 3<br>1.3%        | 6<br>3.8%         | 3<br>2.2%           |                   | 15<br>1.8%        |             | 1<br>5.0%  |            |
| More bike/walking paths/trails   | 15<br>1.5%        | 9<br>1.8%        | 6<br>1.2%         |                     | 4<br>2.1%         | 2<br>0.9%        | 5<br>3.2%         | 4<br>3.0%           |                   | 14<br>1.7%        |             |            |            |
| Senior activities  | 13<br>1.3%        | 4<br>0.8%        | 9<br>1.8%         |                     |                   | 1<br>0.4%        | 2<br>1.3%         |                     | 10<br>8.2%<br>AFG | 13<br>1.6%        |             |            |            |
| Church involvement   | 13<br>1.3%        | 6<br>1.2%        | 7<br>1.4%         | 1<br>0.6%           | 2<br>1.0%         | 7<br>3.1%<br>d   |                   |                     | 3<br>2.5%         | 8<br>1.0%         | 4<br>3.1%   |            |            |
| City Government (CUME)   | 153<br>15.3%<br>L | 86<br>17.7%<br>C | 67<br>13.1%       | 26<br>15.5%         | 29<br>14.9%       | 37<br>16.5%      | 20<br>12.8%       | 25<br>18.7%         | 15<br>12.3%       | 135<br>16.1%<br>L | 16<br>12.6% | 1<br>5.0%  | 4<br>16.0% |
| More accessible government/<br>Better government                                       | 58<br>5.8%<br>c   | 39<br>8.0%<br>C  | 19<br>3.7%        | 10<br>6.0%          | 8<br>4.1%         | 13<br>5.8%       | 8<br>5.1%         | 12<br>9.0%<br>e     | 7<br>5.7%         | 50<br>6.0%        | 7<br>5.5%   |            | 3<br>12.0% |
| Better communication between<br>city/city government and public/<br>Community meetings | 41<br>4.1%<br>i   | 20<br>4.1%       | 21<br>4.1%        | 4<br>2.4%           | 12<br>6.2%<br>dI  | 10<br>4.5%       | 7<br>4.5%         | 5<br>3.7%           | 2<br>1.6%         | 37<br>4.4%        | 4<br>3.1%   |            |            |
| Better urban planning/<br>development  | 20<br>2.0%        | 8<br>1.6%        | 12<br>2.3%        | 2<br>1.2%           | 2<br>1.0%         | 6<br>2.7%        | 4<br>2.6%         | 4<br>3.0%           | 2<br>1.6%         | 18<br>2.1%        | 2<br>1.6%   |            |            |
| Public transportation  | 19<br>1.9%<br>d   | 7<br>1.4%        | 12<br>2.3%        | 1<br>0.6%           | 3<br>1.5%         | 7<br>3.1%<br>dg  | 1<br>0.6%         | 4<br>3.0%           | 3<br>2.5%         | 18<br>2.1%        | 1<br>0.8%   |            |            |
| Better/cheaper schooling   | 18<br>1.8%        | 12<br>2.5%       | 6<br>1.2%         | 10<br>6.0%<br>AeFGI | 4<br>2.1%         | 2<br>0.9%        | 1<br>0.6%         |                     | 1<br>0.8%         | 14<br>1.7%        | 3<br>2.4%   | 1<br>5.0%  | 1<br>4.0%  |
| Community Involvement (CUME)   | 96<br>9.6%<br>D   | 42<br>8.6%       | 54<br>10.5%       | 7<br>4.2%           | 25<br>12.9%<br>DG | 23<br>10.3%<br>D | 10<br>6.4%        | 22<br>16.4%<br>ADGI | 9<br>7.4%         | 81<br>9.7%        | 11<br>8.7%  |            | 5<br>20.0% |
| Feeling of being able to make a<br>difference/Community involvement                    | 44<br>4.4%<br>D   | 24<br>4.9%       | 20<br>3.9%        | 3<br>1.8%           | 11<br>5.7%<br>D   | 11<br>4.9%<br>d  | 5<br>3.2%         | 8<br>6.0%<br>d      | 6<br>4.9%         | 38<br>4.5%        | 5<br>3.9%   |            | 1<br>4.0%  |
| Volunteer opportunities  | 21<br>2.1%<br>b   | 5<br>1.0%        | 16<br>3.1%<br>B   | 2<br>1.2%           | 5<br>2.6%         | 3<br>1.3%        | 4<br>2.6%         | 6<br>4.5%<br>di     | 1<br>0.8%         | 18<br>2.1%        | 3<br>2.4%   |            | 2<br>8.0%  |
| More interaction with neighbors  | 17<br>1.7%        | 5<br>1.0%        | 12<br>2.3%        |                     | 4<br>2.1%         | 8<br>3.6%<br>i   |                   | 4<br>3.0%           | 1<br>0.8%         | 14<br>1.7%        | 2<br>1.6%   |            | 1<br>4.0%  |

(Continued)

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
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Q11. What one thing would increase your sense of connection and belonging to the Lexington community?

|                                      | GENDER            |                 |              | AGE GROUP             |                |             |             |                |                   | ETHNIC IDENTITY   |                   |                 |            |
|--------------------------------------|-------------------|-----------------|--------------|-----------------------|----------------|-------------|-------------|----------------|-------------------|-------------------|-------------------|-----------------|------------|
|                                      | TOTAL             | MALE            | FEMALE       | 18-24                 | 25-34          | 35-44       | 45-54       | 55-64          | 65+               | CAUC              | AA                | HISP            | OTHER      |
|                                      | (A)               | (B)             | (C)          | (D)                   | (E)            | (F)         | (G)         | (H)            | (I)               | (J)               | (K)               | (L)             | (M)        |
| Better environmental awareness       | 14<br>1.4%        | 8<br>1.6%       | 6<br>1.2%    | 2<br>1.2%             | 5<br>2.6%<br>f | 1<br>0.4%   | 1<br>0.6%   | 4<br>3.0%<br>f | 1<br>0.8%         | 11<br>1.3%        | 1<br>0.8%         |                 | 1<br>4.0%  |
| Jobs/Cost of Living (CUME)           | 44<br>4.4%<br>I   | 29<br>6.0%<br>C | 15<br>2.9%   | 19<br>11.3%<br>AEFGHI | 6<br>3.1%      | 7<br>3.1%   | 4<br>2.6%   | 6<br>4.5%      | 2<br>1.6%         | 34<br>4.1%        | 10<br>7.9%        |                 |            |
| More/better employment opportunities | 24<br>2.4%<br>Fc  | 18<br>3.7%<br>C | 6<br>1.2%    | 15<br>8.9%<br>AEFGH   | 2<br>1.0%      | 1<br>0.4%   | 3<br>1.9%   | 3<br>2.2%      |                   | 18<br>2.1%        | 6<br>4.7%         |                 |            |
| Lower cost of living                 | 11<br>1.1%        | 5<br>1.0%       | 6<br>1.2%    | 4<br>2.4%             | 2<br>1.0%      | 4<br>1.8%   |             | 1<br>0.7%      |                   | 8<br>1.0%         | 3<br>2.4%         |                 |            |
| Lower taxes                          | 9<br>0.9%         | 6<br>1.2%       | 3<br>0.6%    |                       | 2<br>1.0%      | 2<br>0.9%   | 1<br>0.6%   | 2<br>1.5%      | 2<br>1.6%         | 8<br>1.0%         | 1<br>0.8%         |                 |            |
| Health & Safety (CUME)               | 30<br>3.0%        | 12<br>2.5%      | 18<br>3.5%   | 3<br>1.8%             | 4<br>2.1%      | 9<br>4.0%   | 6<br>3.8%   |                | 8<br>6.6%<br>de   | 23<br>2.7%        | 6<br>4.7%         | 1<br>5.0%       | 1<br>4.0%  |
| Safety                               | 24<br>2.4%        | 10<br>2.1%      | 14<br>2.7%   | 2<br>1.2%             | 3<br>1.5%      | 7<br>3.1%   | 5<br>3.2%   |                | 7<br>5.7%<br>De   | 18<br>2.1%        | 4<br>3.1%         | 1<br>5.0%       | 1<br>4.0%  |
| Availability of better healthcare    | 6<br>0.6%         | 2<br>0.4%       | 4<br>0.8%    | 1<br>0.6%             | 1<br>0.5%      | 2<br>0.9%   | 1<br>0.6%   |                | 1<br>0.8%         | 5<br>0.6%         | 2<br>1.6%         |                 |            |
| Other                                | 140<br>14.0%      | 68<br>14.0%     | 72<br>14.0%  | 28<br>16.7%           | 22<br>11.3%    | 33<br>14.7% | 25<br>16.0% | 16<br>11.9%    | 16<br>13.1%       | 104<br>12.4%      | 28<br>22.0%<br>AJ | 5<br>25.0%      | 5<br>20.0% |
| Nothing                              | 227<br>22.7%<br>M | 102<br>20.9%    | 125<br>24.4% | 37<br>22.0%           | 39<br>20.1%    | 44<br>19.6% | 38<br>24.4% | 32<br>23.9%    | 36<br>29.5%<br>eF | 198<br>23.6%<br>M | 25<br>19.7%<br>M  | 5<br>25.0%<br>M | 1<br>4.0%  |
| Don't know                           | 114<br>11.4%<br>K | 63<br>12.9%     | 51<br>9.9%   | 24<br>14.3%           | 25<br>12.9%    | 22<br>9.8%  | 14<br>9.0%  | 13<br>9.7%     | 16<br>13.1%       | 103<br>12.3%<br>K | 7<br>5.5%         | 5<br>25.0%<br>K | 2<br>8.0%  |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q11. What one thing would increase your sense of connection and belonging to the Lexington community?

|  | AREA OF LEXINGTON |                   |                  |                  |                     |                  | YEARS LIVING IN LEXINGTON |                  |                  |                  |                    |
|--|-------------------|-------------------|------------------|------------------|---------------------|------------------|---------------------------|------------------|------------------|------------------|--------------------|
|  | TOTAL             | NORTH             | DNTOWN           | WEST             | SOUTH               | EAST             | < 10                      | 10-19            | 20-29            | 30-39            | 40+                |
|  | (A)               | (B)               | (C)              | (D)              | (E)                 | (F)              | (G)                       | (H)              | (I)              | (J)              | (K)                |
| Base   | 1000              | 73                | 109              | 274              | 354                 | 190              | 217                       | 214              | 243              | 141              | 185                |
| Things To Do (CUME)  | 237<br>23.7%<br>E | 21<br>28.8%<br>E  | 27<br>24.8%<br>E | 76<br>27.7%<br>E | 62<br>17.5%<br>E    | 51<br>26.8%<br>E | 47<br>21.7%<br>E          | 52<br>24.3%<br>E | 65<br>26.7%<br>k | 37<br>26.2%<br>E | 36<br>19.5%<br>E   |
| Vibrant downtown/Downtown<br>nightlife/entertainment                                   | 88<br>8.8%<br>e   | 11<br>15.1%<br>dE | 13<br>11.9%<br>e | 21<br>7.7%<br>E  | 22<br>6.2%<br>E     | 21<br>11.1%<br>e | 18<br>8.3%<br>E           | 16<br>7.5%<br>E  | 27<br>11.1%<br>E | 12<br>8.5%<br>E  | 15<br>8.1%<br>E    |
| Community activities/events  | 57<br>5.7%<br>K   | 4<br>5.5%<br>E    | 7<br>6.4%<br>E   | 16<br>5.8%<br>E  | 18<br>5.1%<br>E     | 12<br>6.3%<br>E  | 15<br>6.9%<br>K           | 16<br>7.5%<br>K  | 13<br>5.3%<br>k  | 9<br>6.4%<br>k   | 4<br>2.2%<br>E     |
| Cultural activities  | 46<br>4.6%<br>g   | 2<br>2.7%<br>E    | 5<br>4.6%<br>E   | 18<br>6.6%<br>E  | 10<br>2.8%<br>E     | 11<br>5.8%<br>E  | 5<br>2.3%<br>E            | 9<br>4.2%<br>E   | 17<br>7.0%<br>Gk | 9<br>6.4%<br>g   | 6<br>3.2%<br>E     |
| Greenspace/parks   | 16<br>1.6%<br>E   | 1<br>1.4%<br>E    | 1<br>0.9%<br>E   | 6<br>2.2%<br>E   | 3<br>0.8%<br>E      | 5<br>2.6%<br>E   | 4<br>1.8%<br>E            | 5<br>2.3%<br>E   | 4<br>1.6%<br>E   | 1<br>0.7%<br>E   | 2<br>1.1%<br>E     |
| More bike/walking paths/trails   | 15<br>1.5%<br>E   | 1<br>1.4%<br>E    |                  | 6<br>2.2%<br>E   | 6<br>1.7%<br>E      | 2<br>1.1%<br>E   | 3<br>1.4%<br>E            | 5<br>2.3%<br>E   | 3<br>1.2%<br>E   | 3<br>2.1%<br>E   | 1<br>0.5%<br>E     |
| Senior activities  | 13<br>1.3%<br>E   |                   |                  | 7<br>2.6%<br>E   | 4<br>1.1%<br>E      | 2<br>1.1%<br>E   | 2<br>0.9%<br>E            | 3<br>1.4%<br>E   | 2<br>0.8%<br>E   |                  | 6<br>3.2%<br>i     |
| Church involvement   | 13<br>1.3%<br>E   | 2<br>2.7%<br>E    | 1<br>0.9%<br>E   | 5<br>1.8%<br>E   | 3<br>0.8%<br>E      | 2<br>1.1%<br>E   | 4<br>1.8%<br>E            | 2<br>0.9%<br>E   | 2<br>0.8%<br>E   | 3<br>2.1%<br>E   | 2<br>1.1%<br>E     |
| City Government (CUME)   | 153<br>15.3%<br>E | 11<br>15.1%<br>E  | 16<br>14.7%<br>E | 47<br>17.2%<br>E | 52<br>14.7%<br>E    | 27<br>14.2%<br>E | 38<br>17.5%<br>E          | 30<br>14.0%<br>E | 34<br>14.0%<br>E | 20<br>14.2%<br>E | 31<br>16.8%<br>E   |
| More accessible government/<br>Better government                                       | 58<br>5.8%<br>E   | 5<br>6.8%<br>E    | 7<br>6.4%<br>E   | 23<br>8.4%<br>Ef | 15<br>4.2%<br>E     | 8<br>4.2%<br>E   | 11<br>5.1%<br>E           | 12<br>5.6%<br>E  | 12<br>4.9%<br>E  | 5<br>3.5%<br>E   | 18<br>9.7%<br>agiJ |
| Better communication between<br>city/city government and public/<br>Community meetings | 41<br>4.1%<br>d   | 4<br>5.5%<br>E    | 6<br>5.5%<br>E   | 6<br>2.2%<br>E   | 17<br>4.8%<br>d     | 8<br>4.2%<br>E   | 14<br>6.5%<br>hK          | 6<br>2.8%<br>E   | 10<br>4.1%<br>E  | 7<br>5.0%<br>E   | 4<br>2.2%<br>E     |
| Better urban planning/<br>development  | 20<br>2.0%<br>E   |                   |                  | 11<br>4.0%<br>e  | 5<br>1.4%<br>E      | 4<br>2.1%<br>E   | 2<br>0.9%<br>E            | 4<br>1.9%<br>E   | 5<br>2.1%<br>E   | 5<br>3.5%<br>E   | 4<br>2.2%<br>E     |
| Public transportation  | 19<br>1.9%<br>E   | 1<br>1.4%<br>E    | 3<br>2.8%<br>E   | 4<br>1.5%<br>E   | 7<br>2.0%<br>E      | 4<br>2.1%<br>E   | 5<br>2.3%<br>E            | 2<br>0.9%<br>E   | 2<br>0.8%<br>E   | 4<br>2.8%<br>E   | 6<br>3.2%<br>i     |
| Better/cheaper schooling   | 18<br>1.8%<br>E   | 1<br>1.4%<br>E    | 1<br>0.9%<br>E   | 4<br>1.5%<br>E   | 8<br>2.3%<br>E      | 4<br>2.1%<br>E   | 6<br>2.8%<br>E            | 6<br>2.8%<br>E   | 6<br>2.5%<br>E   |                  |                    |
| Community Involvement (CUME)   | 96<br>9.6%<br>cf  | 9<br>12.3%<br>E   | 6<br>5.5%<br>E   | 22<br>8.0%<br>E  | 47<br>13.3%<br>aCDF | 12<br>6.3%<br>E  | 21<br>9.7%<br>E           | 25<br>11.7%<br>i | 16<br>6.6%<br>E  | 13<br>9.2%<br>E  | 21<br>11.4%<br>i   |
| Feeling of being able to make a<br>difference/Community involvement                    | 44<br>4.4%<br>Ic  | 7<br>9.6%<br>Cf   | 2<br>1.8%<br>E   | 11<br>4.0%<br>E  | 18<br>5.1%<br>c     | 6<br>3.2%<br>E   | 11<br>5.1%<br>i           | 11<br>5.1%<br>i  | 5<br>2.1%<br>E   | 6<br>4.3%<br>E   | 11<br>5.9%<br>I    |
| Volunteer opportunities  | 21<br>2.1%<br>j   | 1<br>1.4%<br>E    | 2<br>1.8%<br>E   | 4<br>1.5%<br>E   | 10<br>2.8%<br>E     | 4<br>2.1%<br>E   | 4<br>1.8%<br>E            | 7<br>3.3%<br>j   | 3<br>1.2%<br>E   | 1<br>0.7%<br>E   | 6<br>3.2%<br>j     |
| More interaction with neighbors  | 17<br>1.7%<br>E   | 1<br>1.4%<br>E    | 1<br>0.9%<br>E   | 3<br>1.1%<br>E   | 10<br>2.8%<br>E     | 2<br>1.1%<br>E   | 2<br>0.9%<br>E            | 5<br>2.3%<br>E   | 5<br>2.1%<br>E   | 3<br>2.1%<br>E   | 2<br>1.1%<br>E     |
| Better environmental awareness   | 14<br>1.4%<br>E   |                   | 1<br>0.9%<br>E   | 4<br>1.5%<br>E   | 9<br>2.5%<br>E      |                  | 4<br>1.8%<br>E            | 2<br>0.9%<br>E   | 3<br>1.2%<br>E   | 3<br>2.1%<br>E   | 2<br>1.1%<br>E     |

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Lower case letters indicate significance at the 90% level.

Q11. What one thing would increase your sense of connection and belonging to the Lexington community?

|                                      | AREA OF LEXINGTON |             |                     |                   |             |                 | YEARS LIVING IN LEXINGTON |                  |                  |                |                  |
|--------------------------------------|-------------------|-------------|---------------------|-------------------|-------------|-----------------|---------------------------|------------------|------------------|----------------|------------------|
|                                      | TOTAL             | NORTH       | DNTOWN              | WEST              | SOUTH       | EAST            | < 10                      | 10-19            | 20-29            | 30-39          | 40+              |
|                                      | (A)               | (B)         | (C)                 | (D)               | (E)         | (F)             | (G)                       | (H)              | (I)              | (J)            | (K)              |
| Jobs/Cost of Living (CUME)           | 44<br>4.4%<br>JKD | 2<br>2.7%   | 11<br>10.1%<br>aBDe | 6<br>2.2%         | 15<br>4.2%  | 10<br>5.3%<br>d | 14<br>6.5%<br>JK          | 12<br>5.6%<br>JK | 13<br>5.3%<br>JK | 2<br>1.4%      | 3<br>1.6%        |
| More/better employment opportunities | 24<br>2.4%<br>J   | 1<br>1.4%   | 8<br>7.3%<br>aBDeF  | 3<br>1.1%         | 10<br>2.8%  | 2<br>1.1%       | 11<br>5.1%<br>aiJ         | 7<br>3.3%<br>j   | 5<br>2.1%        | 1<br>0.7%      |                  |
| Lower cost of living                 | 11<br>1.1%        |             | 1<br>0.9%           | 2<br>0.7%         | 3<br>0.8%   | 5<br>2.6%       | 2<br>0.9%                 | 3<br>1.4%        | 4<br>1.6%        | 1<br>0.7%      | 1<br>0.5%        |
| Lower taxes                          | 9<br>0.9%         | 1<br>1.4%   | 2<br>1.8%           | 1<br>0.4%         | 2<br>0.6%   | 3<br>1.6%       | 1<br>0.5%                 | 2<br>0.9%        | 4<br>1.6%        |                | 2<br>1.1%        |
| Health & Safety (CUME)               | 30<br>3.0%<br>I   | 1<br>1.4%   | 6<br>5.5%           | 5<br>1.8%         | 13<br>3.7%  | 5<br>2.6%       | 7<br>3.2%                 | 5<br>2.3%        | 3<br>1.2%        | 8<br>5.7%<br>I | 7<br>3.8%        |
| Safety                               | 24<br>2.4%        | 1<br>1.4%   | 4<br>3.7%           | 4<br>1.5%         | 11<br>3.1%  | 4<br>2.1%       | 6<br>2.8%                 | 3<br>1.4%        | 3<br>1.2%        | 6<br>4.3%      | 6<br>3.2%        |
| Availability of better healthcare    | 6<br>0.6%         |             | 2<br>1.8%           | 1<br>0.4%         | 2<br>0.6%   | 1<br>0.5%       | 1<br>0.5%                 | 2<br>0.9%        |                  | 2<br>1.4%      | 1<br>0.5%        |
| Other                                | 140<br>14.0%      | 9<br>12.3%  | 17<br>15.6%         | 33<br>12.0%       | 50<br>14.1% | 31<br>16.3%     | 31<br>14.3%               | 27<br>12.6%      | 35<br>14.4%      | 20<br>14.2%    | 27<br>14.6%      |
| Nothing                              | 227<br>22.7%<br>g | 14<br>19.2% | 24<br>22.0%         | 60<br>21.9%       | 83<br>23.4% | 46<br>24.2%     | 38<br>17.5%               | 48<br>22.4%      | 59<br>24.3%<br>g | 34<br>24.1%    | 48<br>25.9%<br>G |
| Don't know                           | 114<br>11.4%      | 9<br>12.3%  | 8<br>7.3%           | 39<br>14.2%<br>CF | 43<br>12.1% | 15<br>7.9%      | 29<br>13.4%               | 24<br>11.2%      | 26<br>10.7%      | 14<br>9.9%     | 21<br>11.4%      |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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Q12. Are there any other topics that we didn't cover that you think are important to consider in planning for Lexington's future?

|  | GENDER               |              |                 | AGE GROUP              |                      |                    |                  |                  |                   | ETHNIC IDENTITY   |                    |                  |                 |
|--|----------------------|--------------|-----------------|------------------------|----------------------|--------------------|------------------|------------------|-------------------|-------------------|--------------------|------------------|-----------------|
|  | TOTAL                | MALE         | FEMALE          | 18-24                  | 25-34                | 35-44              | 45-54            | 55-64            | 65+               | CAUC              | AA                 | HISP             | OTHER           |
|  | (A)                  | (B)          | (C)             | (D)                    | (E)                  | (F)                | (G)              | (H)              | (I)               | (J)               | (K)                | (L)              | (M)             |
| Base   | 1000                 | 487          | 513             | 168                    | 194                  | 224                | 156              | 134              | 122               | 838               | 127                | 20               | 25              |
| None   | 560<br>56.0%<br>MGHi | 275<br>56.5% | 285<br>55.6%    | 127<br>75.6%<br>AEFGHI | 122<br>62.9%<br>aGHI | 124<br>55.4%<br>GH | 70<br>44.9%      | 58<br>43.3%      | 57<br>46.7%       | 461<br>55.0%<br>m | 83<br>65.4%<br>AJM | 12<br>60.0%<br>m | 9<br>36.0%      |
| City Government (CUME)   | 137<br>13.7%<br>Kd   | 67<br>13.8%  | 70<br>13.6%     | 15<br>8.9%             | 21<br>10.8%          | 38<br>17.0%<br>De  | 25<br>16.0%<br>d | 23<br>17.2%<br>d | 15<br>12.3%<br>D  | 126<br>15.0%<br>K | 7<br>5.5%          |                  | 3<br>12.0%      |
| Traffic/road issues  | 77<br>7.7%<br>K      | 38<br>7.8%   | 39<br>7.6%      | 12<br>7.1%             | 12<br>6.2%           | 22<br>9.8%         | 13<br>8.3%       | 9<br>6.7%        | 9<br>7.4%         | 74<br>8.8%<br>K   | 2<br>1.6%          |                  | 1<br>4.0%       |
| Better schooling   | 24<br>2.4%           | 12<br>2.5%   | 12<br>2.3%      | 2<br>1.2%              | 4<br>2.1%            | 8<br>3.6%          | 6<br>3.8%        | 2<br>1.5%        | 2<br>1.6%         | 19<br>2.3%        | 4<br>3.1%          |                  | 1<br>4.0%       |
| Transportation   | 23<br>2.3%<br>D      | 14<br>2.9%   | 9<br>1.8%       | 1<br>0.6%              | 5<br>2.6%            | 8<br>3.6%<br>Di    | 4<br>2.6%        | 4<br>3.0%        | 1<br>0.8%         | 22<br>2.6%        |                    |                  |                 |
| Sewer system situation/issues  | 12<br>1.2%           | 4<br>0.8%    | 8<br>1.6%       |                        |                      | 3<br>1.3%          | 2<br>1.3%        | 6<br>4.5%<br>ai  | 1<br>0.8%         | 10<br>1.2%        | 1<br>0.8%          |                  | 1<br>4.0%       |
| Water company ownership/issues   | 8<br>0.8%            | 4<br>0.8%    | 4<br>0.8%       | 1<br>0.6%              |                      |                    | 1<br>0.6%        | 2<br>1.5%        | 4<br>3.3%         | 8<br>1.0%         |                    |                  |                 |
| Handicap accessible  | 6<br>0.6%            | 2<br>0.4%    | 4<br>0.8%       |                        | 1<br>0.5%            | 2<br>0.9%          |                  | 2<br>1.5%        | 1<br>0.8%         | 6<br>0.7%         |                    |                  |                 |
| Development (CUME)   | 116<br>11.6%<br>kD   | 52<br>10.7%  | 64<br>12.5%     | 8<br>4.8%              | 20<br>10.3%<br>D     | 26<br>11.6%<br>D   | 21<br>13.5%<br>D | 21<br>15.7%<br>D | 20<br>16.4%<br>D  | 100<br>11.9%<br>k | 9<br>7.1%          | 3<br>15.0%       | 6<br>24.0%<br>k |
| Better urban planning/<br>development                                    | 66<br>6.6%<br>D      | 28<br>5.7%   | 38<br>7.4%      | 4<br>2.4%              | 12<br>6.2%<br>d      | 16<br>7.1%<br>D    | 9<br>5.8%        | 11<br>8.2%<br>D  | 14<br>11.5%<br>Dg | 57<br>6.8%        | 6<br>4.7%          | 1<br>5.0%        | 3<br>12.0%      |
| Environmentally friendly/<br>sustainable/conserve the rural<br>landscape | 22<br>2.2%           | 9<br>1.8%    | 13<br>2.5%      |                        | 3<br>1.5%            | 5<br>2.2%          | 4<br>2.6%        | 5<br>3.7%        | 5<br>4.1%         | 21<br>2.5%        |                    |                  | 1<br>4.0%       |
| Downtown preservation/<br>development (not including<br>CentrePointe)    | 16<br>1.6%           | 8<br>1.6%    | 8<br>1.6%       | 3<br>1.8%              | 2<br>1.0%            | 6<br>2.7%          | 3<br>1.9%        | 1<br>0.7%        | 1<br>0.8%         | 13<br>1.6%        | 2<br>1.6%          | 1<br>5.0%        | 1<br>4.0%       |
| More trees/landscape/greenspace  | 13<br>1.3%<br>b      | 2<br>0.4%    | 11<br>2.1%<br>B | 1<br>0.6%              | 3<br>1.5%            | 2<br>0.9%          | 3<br>1.9%        | 3<br>2.2%        | 1<br>0.8%         | 12<br>1.4%        |                    | 1<br>5.0%        |                 |
| CentrePointe issue   | 7<br>0.7%            | 5<br>1.0%    | 2<br>0.4%       | 1<br>0.6%              | 1<br>0.5%            | 1<br>0.4%          | 1<br>0.6%        | 3<br>2.2%        |                   | 6<br>0.7%         |                    |                  | 1<br>4.0%       |
| More growth/development  | 3<br>0.3%            | 1<br>0.2%    | 2<br>0.4%       |                        |                      |                    | 1<br>0.6%        | 1<br>0.7%        | 1<br>0.8%         | 2<br>0.2%         | 1<br>0.8%          |                  |                 |
| Things To Do (CUME)  | 39<br>3.9%           | 17<br>3.5%   | 22<br>4.3%      | 7<br>4.2%              | 7<br>3.6%            | 7<br>3.1%          | 10<br>6.4%<br>h  | 3<br>2.2%        | 5<br>4.1%         | 31<br>3.7%        | 5<br>3.9%          |                  | 1<br>4.0%       |
| More activities/events/cultural<br>things to do in general               | 24<br>2.4%<br>h      | 10<br>2.1%   | 14<br>2.7%      | 4<br>2.4%              | 5<br>2.6%            | 3<br>1.3%          | 7<br>4.5%<br>fH  | 1<br>0.7%        | 4<br>3.3%         | 18<br>2.1%        | 5<br>3.9%          |                  |                 |
| Revitalizing/bringing more<br>activities to downtown                     | 15<br>1.5%           | 7<br>1.4%    | 8<br>1.6%       | 3<br>1.8%              | 2<br>1.0%            | 4<br>1.8%          | 3<br>1.9%        | 2<br>1.5%        | 1<br>0.8%         | 13<br>1.6%        |                    |                  | 1<br>4.0%       |

(Continued)

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Lower case letters indicate significance at the 90% level.

Q12. Are there any other topics that we didn't cover that you think are important to consider in planning for Lexington's future?

|                                 | GENDER            |                 |             | AGE GROUP  |             |                  |                   |                      |                  | ETHNIC IDENTITY |             |            |            |
|---------------------------------|-------------------|-----------------|-------------|------------|-------------|------------------|-------------------|----------------------|------------------|-----------------|-------------|------------|------------|
|                                 | TOTAL             | MALE            | FEMALE      | 18-24      | 25-34       | 35-44            | 45-54             | 55-64                | 65+              | CAUC            | AA          | HISP       | OTHER      |
|                                 | (A)               | (B)             | (C)         | (D)        | (E)         | (F)              | (G)               | (H)                  | (I)              | (J)             | (K)         | (L)        | (M)        |
| Increase in safety              | 32<br>3.2%        | 13<br>2.7%      | 19<br>3.7%  | 4<br>2.4%  | 5<br>2.6%   | 5<br>2.2%        | 6<br>3.8%         | 4<br>3.0%            | 8<br>6.6%<br>df  | 28<br>3.3%      | 2<br>1.6%   |            | 2<br>8.0%  |
| Complaints about the government | 28<br>2.8%        | 20<br>4.1%<br>C | 8<br>1.6%   | 2<br>1.2%  | 5<br>2.6%   | 6<br>2.7%        | 7<br>4.5%<br>d    | 4<br>3.0%            | 4<br>3.3%        | 24<br>2.9%      | 3<br>2.4%   |            | 2<br>8.0%  |
| Other                           | 146<br>14.6%<br>D | 67<br>13.8%     | 79<br>15.4% | 11<br>6.5% | 21<br>10.8% | 33<br>14.7%<br>D | 29<br>18.6%<br>DE | 33<br>24.6%<br>ADEFi | 19<br>15.6%<br>D | 122<br>14.6%    | 21<br>16.5% | 3<br>15.0% | 4<br>16.0% |
| Don't know                      | 5<br>0.5%         | 3<br>0.6%       | 2<br>0.4%   |            | 3<br>1.5%   |                  | 1<br>0.6%         |                      | 1<br>0.8%        | 3<br>0.4%       | 1<br>0.8%   | 2<br>10.0% |            |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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Q12. Are there any other topics that we didn't cover that you think are important to consider in planning for Lexington's future?

|  | AREA OF LEXINGTON  |                    |                |                  |                     |                   | YEARS LIVING IN LEXINGTON |                   |                   |             |                     |
|--|--------------------|--------------------|----------------|------------------|---------------------|-------------------|---------------------------|-------------------|-------------------|-------------|---------------------|
|  | TOTAL              | NORTH              | DNTOWN         | WEST             | SOUTH               | EAST              | < 10                      | 10-19             | 20-29             | 30-39       | 40+                 |
|  | (A)                | (B)                | (C)            | (D)              | (E)                 | (F)               | (G)                       | (H)               | (I)               | (J)         | (K)                 |
| Base   | 1000               | 73                 | 109            | 274              | 354                 | 190               | 217                       | 214               | 243               | 141         | 185                 |
| None   | 560<br>56.0%<br>KD | 42<br>57.5%        | 54<br>49.5%    | 133<br>48.5%     | 219<br>61.9%<br>aCD | 112<br>58.9%<br>D | 140<br>64.5%<br>AIJK      | 122<br>57.0%<br>k | 135<br>55.6%      | 75<br>53.2% | 88<br>47.6%         |
| City Government (CUME)   | 137<br>13.7%       | 13<br>17.8%        | 14<br>12.8%    | 40<br>14.6%      | 40<br>11.3%         | 30<br>15.8%       | 29<br>13.4%               | 27<br>12.6%       | 33<br>13.6%       | 17<br>12.1% | 31<br>16.8%         |
| Traffic/road issues  | 77<br>7.7%         | 3<br>4.1%          | 7<br>6.4%      | 21<br>7.7%       | 26<br>7.3%          | 20<br>10.5%<br>B  | 19<br>8.8%                | 13<br>6.1%        | 18<br>7.4%        | 9<br>6.4%   | 18<br>9.7%          |
| Better schooling   | 24<br>2.4%<br>gKE  | 7<br>9.6%<br>AcdeF | 3<br>2.8%      | 9<br>3.3%<br>E   | 2<br>0.6%           | 3<br>1.6%         | 2<br>0.9%                 | 7<br>3.3%<br>gK   | 10<br>4.1%<br>GK  | 4<br>2.8%   | 1<br>0.5%           |
| Transportation   | 23<br>2.3%<br>j    |                    | 2<br>1.8%      | 8<br>2.9%        | 6<br>1.7%           | 7<br>3.7%         | 7<br>3.2%<br>j            | 6<br>2.8%         | 5<br>2.1%         | 1<br>0.7%   | 4<br>2.2%           |
| Sewer system situation/issues  | 12<br>1.2%         | 2<br>2.7%          | 2<br>1.8%      | 3<br>1.1%        | 4<br>1.1%           | 1<br>0.5%         |                           | 1<br>0.5%         | 2<br>0.8%         | 3<br>2.1%   | 6<br>3.2%<br>Hi     |
| Water company ownership/issues   | 8<br>0.8%          | 1<br>1.4%          | 1<br>0.9%      | 1<br>0.4%        | 5<br>1.4%           |                   | 2<br>0.9%                 |                   | 1<br>0.4%         | 1<br>0.7%   | 4<br>2.2%           |
| Handicap accessible  | 6<br>0.6%          |                    |                | 1<br>0.4%        | 3<br>0.8%           | 2<br>1.1%         | 1<br>0.5%                 | 1<br>0.5%         |                   | 1<br>0.7%   | 3<br>1.6%           |
| Development (CUME)   | 116<br>11.6%<br>H  | 11<br>15.1%        | 13<br>11.9%    | 40<br>14.6%<br>E | 32<br>9.0%          | 20<br>10.5%       | 23<br>10.6%               | 16<br>7.5%        | 29<br>11.9%       | 18<br>12.8% | 30<br>16.2%<br>H    |
| Better urban planning/<br>development                                    | 66<br>6.6%<br>e    | 8<br>11.0%<br>e    | 7<br>6.4%      | 23<br>8.4%<br>E  | 15<br>4.2%          | 13<br>6.8%        | 15<br>6.9%                | 9<br>4.2%         | 13<br>5.3%        | 8<br>5.7%   | 21<br>11.4%<br>aHiJ |
| Environmentally friendly/<br>sustainable/conserve the rural<br>landscape | 22<br>2.2%         | 4<br>5.5%          | 1<br>0.9%      | 6<br>2.2%        | 7<br>2.0%           | 4<br>2.1%         | 5<br>2.3%                 | 4<br>1.9%         | 3<br>1.2%         | 3<br>2.1%   | 7<br>3.8%           |
| Downtown preservation/<br>development (not including<br>CentrePointe)    | 16<br>1.6%         | 1<br>1.4%          | 4<br>3.7%<br>f | 7<br>2.6%<br>f   | 3<br>0.8%           | 1<br>0.5%         | 3<br>1.4%                 |                   | 11<br>4.5%<br>AGj | 2<br>1.4%   |                     |
| More trees/landscape/greenspace  | 13<br>1.3%         | 1<br>1.4%          |                | 4<br>1.5%        | 6<br>1.7%           | 2<br>1.1%         | 2<br>0.9%                 | 3<br>1.4%         | 2<br>0.8%         | 4<br>2.8%   | 2<br>1.1%           |
| CentrePointe issue   | 7<br>0.7%          |                    | 1<br>0.9%      | 3<br>1.1%        | 2<br>0.6%           | 1<br>0.5%         | 1<br>0.5%                 | 1<br>0.5%         | 3<br>1.2%         | 1<br>0.7%   | 1<br>0.5%           |
| More growth/development  | 3<br>0.3%          |                    |                |                  | 3<br>0.8%           |                   | 2<br>0.9%                 |                   |                   |             | 1<br>0.5%           |
| Things To Do (CUME)  | 39<br>3.9%         | 3<br>4.1%          | 8<br>7.3%<br>f | 10<br>3.6%       | 13<br>3.7%          | 5<br>2.6%         | 9<br>4.1%                 | 7<br>3.3%         | 11<br>4.5%        | 6<br>4.3%   | 6<br>3.2%           |
| More activities/events/cultural<br>things to do in general               | 24<br>2.4%         | 1<br>1.4%          | 5<br>4.6%      | 5<br>1.8%        | 10<br>2.8%          | 3<br>1.6%         | 5<br>2.3%                 | 3<br>1.4%         | 8<br>3.3%         | 2<br>1.4%   | 6<br>3.2%           |
| Revitalizing/bringing more<br>activities to downtown                     | 15<br>1.5%         | 2<br>2.7%          | 3<br>2.8%      | 5<br>1.8%        | 3<br>0.8%           | 2<br>1.1%         | 4<br>1.8%                 | 4<br>1.9%         | 3<br>1.2%         | 4<br>2.8%   |                     |

(Continued)

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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Q12. Are there any other topics that we didn't cover that you think are important to consider in planning for Lexington's future?

|                                 | AREA OF LEXINGTON  |            |                  |                    |                  |            | YEARS LIVING IN LEXINGTON |                  |                 |                  |                   |
|---------------------------------|--------------------|------------|------------------|--------------------|------------------|------------|---------------------------|------------------|-----------------|------------------|-------------------|
|                                 | =====              |            |                  |                    |                  |            | =====                     |                  |                 |                  |                   |
|                                 | TOTAL              | NORTH      | DNTOWN           | WEST               | SOUTH            | EAST       | < 10                      | 10-19            | 20-29           | 30-39            | 40+               |
|                                 | (A)                | (B)        | (C)              | (D)                | (E)              | (F)        | (G)                       | (H)              | (I)             | (J)              | (K)               |
| Increase in safety              | 32<br>3.2%<br>e    | 3<br>4.1%  | 2<br>1.8%        | 16<br>5.8%<br>aCEf | 6<br>1.7%        | 5<br>2.6%  | 4<br>1.8%                 | 6<br>2.8%        | 6<br>2.5%       | 9<br>6.4%<br>Gi  | 7<br>3.8%         |
| Complaints about the government | 28<br>2.8%         | 2<br>2.7%  | 2<br>1.8%        | 7<br>2.6%          | 13<br>3.7%       | 4<br>2.1%  | 3<br>1.4%                 | 6<br>2.8%        | 11<br>4.5%<br>G | 4<br>2.8%        | 4<br>2.2%         |
| Other                           | 146<br>14.6%<br>GF | 9<br>12.3% | 22<br>20.2%<br>F | 48<br>17.5%<br>F   | 50<br>14.1%<br>f | 17<br>8.9% | 19<br>8.8%                | 35<br>16.4%<br>G | 31<br>12.8%     | 25<br>17.7%<br>G | 36<br>19.5%<br>Gi |
| Don't know                      | 5<br>0.5%          |            | 1<br>0.9%        | 1<br>0.4%          | 1<br>0.3%        | 2<br>1.1%  | 1<br>0.5%                 | 3<br>1.4%        | 1<br>0.4%       |                  |                   |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q13. Do you have any other comments you would like to add?

|   | GENDER            |                |                | AGE GROUP            |                    |                    |              |             |                | ETHNIC IDENTITY |              |             |             |
|---|-------------------|----------------|----------------|----------------------|--------------------|--------------------|--------------|-------------|----------------|-----------------|--------------|-------------|-------------|
|   | TOTAL             | MALE           | FEMALE         | 18-24                | 25-34              | 35-44              | 45-54        | 55-64       | 65+            | CAUC            | AA           | HISP        | OTHER       |
|   | (A)               | (B)            | (C)            | (D)                  | (E)                | (F)                | (G)          | (H)         | (I)            | (J)             | (K)          | (L)         | (M)         |
| Base  | 1000              | 487            | 513            | 168                  | 194                | 224                | 156          | 134         | 122            | 838             | 127          | 20          | 25          |
| None  | 831<br>83.1%<br>H | 409<br>84.0%   | 422<br>82.3%   | 151<br>89.9%<br>AGHI | 167<br>86.1%<br>gH | 192<br>85.7%<br>gH | 122<br>78.2% | 99<br>73.9% | 98<br>80.3%    | 693<br>82.7%    | 109<br>85.8% | 16<br>80.0% | 18<br>72.0% |
| Focus on better development                             | 20<br>2.0%        | 9<br>1.8%      | 11<br>2.1%     | 3<br>1.8%            | 2<br>1.0%          | 2<br>0.9%          | 4<br>2.6%    | 5<br>3.7%   | 4<br>3.3%      | 18<br>2.1%      | 2<br>1.6%    |             |             |
| Roadways/Traffic comments                               | 14<br>1.4%        | 6<br>1.2%      | 8<br>1.6%      | 2<br>1.2%            | 2<br>1.0%          | 4<br>1.8%          | 2<br>1.3%    | 3<br>2.2%   | 1<br>0.8%      | 12<br>1.4%      | 1<br>0.8%    | 1<br>5.0%   |             |
| Need better public transportation                       | 9<br>0.9%         | 5<br>1.0%      | 4<br>0.8%      | 1<br>0.6%            | 3<br>1.5%          | 2<br>0.9%          | 1<br>0.6%    | 2<br>1.5%   |                | 7<br>0.8%       | 2<br>1.6%    |             |             |
| Illegal immigrants/Immigration issues                   | 9<br>0.9%         | 2<br>0.4%      | 7<br>1.4%      |                      | 1<br>0.5%          | 1<br>0.4%          | 2<br>1.3%    | 3<br>2.2%   | 2<br>1.6%      | 9<br>1.1%       |              |             |             |
| Preservation of landscape/greenspace                    | 9<br>0.9%<br>b    | 1<br>0.2%      | 8<br>1.6%<br>B | 1<br>0.6%            | 1<br>0.5%          | 2<br>0.9%          | 2<br>1.3%    | 3<br>2.2%   |                | 8<br>1.0%       | 1<br>0.8%    |             |             |
| Crime issues/Reducing crime                             | 8<br>0.8%         | 2<br>0.4%      | 6<br>1.2%      |                      | 1<br>0.5%          | 1<br>0.4%          | 1<br>0.6%    | 1<br>0.7%   | 4<br>3.3%<br>f | 7<br>0.8%       | 1<br>0.8%    |             |             |
| Need economic growth/Expanded industry                  | 8<br>0.8%<br>c    | 7<br>1.4%<br>C | 1<br>0.2%      |                      | 1<br>0.5%          | 2<br>0.9%          | 3<br>1.9%    | 2<br>1.5%   |                | 6<br>0.7%       |              |             | 2<br>8.0%   |
| General complaints about the government                 | 8<br>0.8%<br>c    | 7<br>1.4%<br>C | 1<br>0.2%      | 1<br>0.6%            |                    | 2<br>0.9%          | 2<br>1.3%    | 2<br>1.5%   | 1<br>0.8%      | 7<br>0.8%       | 1<br>0.8%    |             |             |
| Education concerns                                      | 7<br>0.7%         | 3<br>0.6%      | 4<br>0.8%      | 1<br>0.6%            |                    | 2<br>0.9%          |              |             | 4<br>3.3%      | 7<br>0.8%       |              | 1<br>5.0%   |             |
| Increase in cultural events/activities/entertainment    | 5<br>0.5%         | 2<br>0.4%      | 3<br>0.6%      | 1<br>0.6%            |                    | 1<br>0.4%          | 3<br>1.9%    |             |                | 4<br>0.5%       | 1<br>0.8%    |             |             |
| Historic preservation                                   | 4<br>0.4%         | 2<br>0.4%      | 2<br>0.4%      | 1<br>0.6%            | 1<br>0.5%          |                    | 1<br>0.6%    |             | 1<br>0.8%      | 1<br>0.1%       | 2<br>1.6%    | 1<br>5.0%   | 1<br>4.0%   |
| Need to be environmentally-friendly/cleaner             | 4<br>0.4%         | 1<br>0.2%      | 3<br>0.6%      |                      |                    | 2<br>0.9%          | 1<br>0.6%    | 1<br>0.7%   |                | 4<br>0.5%       |              |             |             |
| Water company ownership/issues                          | 4<br>0.4%         | 2<br>0.4%      | 2<br>0.4%      |                      |                    |                    |              | 3<br>2.2%   | 1<br>0.8%      | 4<br>0.5%       |              |             |             |
| More fun parks/museums/Casinos                          | 3<br>0.3%         | 1<br>0.2%      | 2<br>0.4%      |                      | 1<br>0.5%          |                    | 2<br>1.3%    |             |                | 3<br>0.4%       |              |             |             |
| Sewer system situation/issues                           | 2<br>0.2%         | 2<br>0.4%      |                |                      |                    | 1<br>0.4%          |              | 1<br>0.7%   |                | 2<br>0.2%       |              |             |             |
| Race/class relations                                    | 2<br>0.2%         | 1<br>0.2%      | 1<br>0.2%      |                      |                    |                    |              | 2<br>1.5%   |                | 2<br>0.2%       |              |             |             |
| Need more/pedestrian-friendly bike paths/walking trails | 2<br>0.2%         | 1<br>0.2%      | 1<br>0.2%      | 1<br>0.6%            | 1<br>0.5%          |                    |              |             |                | 2<br>0.2%       |              |             |             |
| Other   | 64<br>6.4%        | 29<br>6.0%     | 35<br>6.8%     | 7<br>4.2%            | 13<br>6.7%         | 11<br>4.9%         | 13<br>8.3%   | 11<br>8.2%  | 9<br>7.4%      | 55<br>6.6%      | 8<br>6.3%    |             | 4<br>16.0%  |
| Don't know  | 2<br>0.2%         | 1<br>0.2%      | 1<br>0.2%      |                      | 2<br>1.0%          |                    |              |             |                | 1<br>0.1%       |              | 1<br>5.0%   |             |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
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Lower case letters indicate significance at the 90% level.



Q13. Do you have any other comments you would like to add?

|   | AREA OF LEXINGTON  |                      |                  |                 |                   |              | YEARS LIVING IN LEXINGTON |                   |                   |              |                   |
|---|--------------------|----------------------|------------------|-----------------|-------------------|--------------|---------------------------|-------------------|-------------------|--------------|-------------------|
|   | TOTAL              | NORTH                | DNTOWN           | WEST            | SOUTH             | EAST         | < 10                      | 10-19             | 20-29             | 30-39        | 40+               |
|   | (A)                | (B)                  | (C)              | (D)             | (E)               | (F)          | (G)                       | (H)               | (I)               | (J)          | (K)               |
| Base  | 1000               | 73                   | 109              | 274             | 354               | 190          | 217                       | 214               | 243               | 141          | 185               |
| None  | 831<br>83.1%<br>kd | 69<br>94.5%<br>AcDEF | 95<br>87.2%<br>D | 215<br>78.5%    | 297<br>83.9%<br>d | 155<br>81.6% | 187<br>86.2%<br>K         | 183<br>85.5%<br>K | 206<br>84.8%<br>k | 112<br>79.4% | 143<br>77.3%      |
| Focus on better development                             | 20<br>2.0%         | 2<br>2.7%            |                  | 10<br>3.6%<br>e | 5<br>1.4%         | 3<br>1.6%    | 3<br>1.4%                 | 2<br>0.9%         | 4<br>1.6%         | 3<br>2.1%    | 8<br>4.3%<br>gH   |
| Roadways/Traffic comments                               | 14<br>1.4%         | 1<br>1.4%            |                  | 2<br>0.7%       | 7<br>2.0%         | 4<br>2.1%    | 1<br>0.5%                 | 1<br>0.5%         | 4<br>1.6%         | 3<br>2.1%    | 5<br>2.7%<br>gh   |
| Need better public transportation                       | 9<br>0.9%          |                      | 3<br>2.8%        | 2<br>0.7%       | 3<br>0.8%         | 1<br>0.5%    | 2<br>0.9%                 | 1<br>0.5%         | 5<br>2.1%         | 1<br>0.7%    |                   |
| Illegal immigrants/Immigration issues                   | 9<br>0.9%          |                      |                  | 6<br>2.2%       | 3<br>0.8%         |              | 1<br>0.5%                 |                   | 1<br>0.4%         | 1<br>0.7%    | 6<br>3.2%<br>aGIj |
| Preservation of landscape/greenspace                    | 9<br>0.9%          |                      |                  | 6<br>2.2%       | 3<br>0.8%         |              | 2<br>0.9%                 | 1<br>0.5%         | 3<br>1.2%         | 1<br>0.7%    | 2<br>1.1%         |
| Crime issues/Reducing crime                             | 8<br>0.8%          |                      | 1<br>0.9%        | 4<br>1.5%       | 1<br>0.3%         | 2<br>1.1%    |                           | 5<br>2.3%<br>i    | 1<br>0.4%         |              | 2<br>1.1%         |
| Need economic growth/Expanded industry                  | 8<br>0.8%          |                      |                  | 4<br>1.5%       | 3<br>0.8%         | 1<br>0.5%    | 4<br>1.8%                 | 2<br>0.9%         |                   | 2<br>1.4%    |                   |
| General complaints about the government                 | 8<br>0.8%          |                      |                  | 3<br>1.1%       | 3<br>0.8%         | 2<br>1.1%    |                           | 1<br>0.5%         | 1<br>0.4%         | 2<br>1.4%    | 4<br>2.2%         |
| Education concerns                                      | 7<br>0.7%          |                      | 2<br>1.8%        | 1<br>0.4%       | 3<br>0.8%         | 1<br>0.5%    | 2<br>0.9%                 | 1<br>0.5%         | 1<br>0.4%         | 3<br>2.1%    |                   |
| Increase in cultural events/activities/entertainment    | 5<br>0.5%          |                      | 1<br>0.9%        | 2<br>0.7%       | 1<br>0.3%         | 1<br>0.5%    | 1<br>0.5%                 | 1<br>0.5%         | 1<br>0.4%         | 1<br>0.7%    | 1<br>0.5%         |
| Historic preservation                                   | 4<br>0.4%          |                      | 1<br>0.9%        | 1<br>0.4%       |                   | 2<br>1.1%    | 3<br>1.4%                 |                   |                   |              | 1<br>0.5%         |
| Need to be environmentally-friendly/cleaner             | 4<br>0.4%          |                      |                  | 1<br>0.4%       |                   | 3<br>1.6%    | 2<br>0.9%                 |                   | 1<br>0.4%         |              | 1<br>0.5%         |
| Water company ownership/issues                          | 4<br>0.4%          |                      |                  | 4<br>1.5%       |                   |              |                           |                   |                   | 2<br>1.4%    | 2<br>1.1%         |
| More fun parks/museums/Casinos                          | 3<br>0.3%          |                      |                  |                 | 2<br>0.6%         | 1<br>0.5%    | 1<br>0.5%                 | 1<br>0.5%         | 1<br>0.4%         |              |                   |
| Sewer system situation/issues                           | 2<br>0.2%          |                      |                  |                 | 1<br>0.3%         | 1<br>0.5%    | 1<br>0.5%                 | 1<br>0.5%         |                   |              |                   |
| Race/class relations                                    | 2<br>0.2%          |                      |                  | 2<br>0.7%       |                   |              |                           |                   |                   | 2<br>1.4%    |                   |
| Need more/pedestrian-friendly bike paths/walking trails | 2<br>0.2%          |                      |                  |                 | 2<br>0.6%         |              | 1<br>0.5%                 | 1<br>0.5%         |                   |              |                   |
| Other   | 64<br>6.4%<br>b    | 2<br>2.7%            | 6<br>5.5%        | 17<br>6.2%      | 26<br>7.3%<br>b   | 13<br>6.8%   | 9<br>4.1%                 | 14<br>6.5%        | 16<br>6.6%        | 9<br>6.4%    | 16<br>8.6%<br>g   |
| Don't know  | 2<br>0.2%          |                      | 1<br>0.9%        |                 |                   | 1<br>0.5%    |                           | 2<br>0.9%         |                   |              |                   |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q14. Before today, had you ever heard of Destination 2040?

|      | GENDER |       |        | AGE GROUP |       |       |       |       |       | ETHNIC IDENTITY |       |       |       |
|------|--------|-------|--------|-----------|-------|-------|-------|-------|-------|-----------------|-------|-------|-------|
|      | TOTAL  | MALE  | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+   | CAUC            | AA    | HISP  | OTHER |
|      | (A)    | (B)   | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)   | (J)             | (K)   | (L)   | (M)   |
| Base | 1000   | 487   | 513    | 168       | 194   | 224   | 156   | 134   | 122   | 838             | 127   | 20    | 25    |
| Yes  | 234    | 126   | 108    | 24        | 49    | 59    | 31    | 38    | 33    | 204             | 23    | 4     | 8     |
|      | 23.4%  | 25.9% | 21.1%  | 14.3%     | 25.3% | 26.3% | 19.9% | 28.4% | 27.0% | 24.3%           | 18.1% | 20.0% | 32.0% |
|      | D      | c     |        |           | D     | D     |       | Dg    | D     | k               |       |       |       |
| No   | 766    | 361   | 405    | 144       | 145   | 165   | 125   | 96    | 89    | 634             | 104   | 16    | 17    |
|      | 76.6%  | 74.1% | 78.9%  | 85.7%     | 74.7% | 73.7% | 80.1% | 71.6% | 73.0% | 75.7%           | 81.9% | 80.0% | 68.0% |
|      |        |       | b      | AEFHI     |       |       | h     |       |       |                 | j     |       |       |

Q14. Before today, had you ever heard of Destination 2040?

|      | AREA OF LEXINGTON |       |        |       |       |       | YEARS LIVING IN LEXINGTON |       |       |       |       |
|------|-------------------|-------|--------|-------|-------|-------|---------------------------|-------|-------|-------|-------|
|      | TOTAL             | NORTH | DNTOWN | WEST  | SOUTH | EAST  | < 10                      | 10-19 | 20-29 | 30-39 | 40+   |
|      | (A)               | (B)   | (C)    | (D)   | (E)   | (F)   | (G)                       | (H)   | (I)   | (J)   | (K)   |
| Base | 1000              | 73    | 109    | 274   | 354   | 190   | 217                       | 214   | 243   | 141   | 185   |
| Yes  | 234               | 7     | 32     | 63    | 92    | 40    | 56                        | 45    | 54    | 34    | 45    |
|      | 23.4%             | 9.6%  | 29.4%  | 23.0% | 26.0% | 21.1% | 25.8%                     | 21.0% | 22.2% | 24.1% | 24.3% |
|      | B                 |       | B      | B     | B     | B     |                           |       |       |       |       |
| No   | 766               | 66    | 77     | 211   | 262   | 150   | 161                       | 169   | 189   | 107   | 140   |
|      | 76.6%             | 90.4% | 70.6%  | 77.0% | 74.0% | 78.9% | 74.2%                     | 79.0% | 77.8% | 75.9% | 75.7% |
|      |                   | ACDEF |        |       |       |       |                           |       |       |       |       |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q14A. [If you have heard of Destination 2040], where had you heard about it?

|                             | GENDER           |             |                | AGE GROUP         |                 |                 |                  |                   |                   | ETHNIC IDENTITY |            |            |                  |
|-----------------------------|------------------|-------------|----------------|-------------------|-----------------|-----------------|------------------|-------------------|-------------------|-----------------|------------|------------|------------------|
|                             | TOTAL            | MALE        | FEMALE         | 18-24             | 25-34           | 35-44           | 45-54            | 55-64             | 65+               | CAUC            | AA         | HISP       | OTHER            |
|                             | (A)              | (B)         | (C)            | (D)               | (E)             | (F)             | (G)              | (H)               | (I)               | (J)             | (K)        | (L)        | (M)              |
| Base                        | 234              | 126         | 108            | 24                | 49              | 59              | 31               | 38                | 33                | 204             | 23         | 4          | 8                |
| Newspaper                   | 92<br>39.3%      | 48<br>38.1% | 44<br>40.7%    | 6<br>25.0%        | 14<br>28.6%     | 25<br>42.4%     | 13<br>41.9%      | 18<br>47.4%<br>de | 16<br>48.5%<br>de | 85<br>41.7%     | 6<br>26.1% | 1<br>25.0% | 2<br>25.0%       |
| Television                  | 36<br>15.4%<br>F | 22<br>17.5% | 14<br>13.0%    | 5<br>20.8%        | 7<br>14.3%      | 4<br>6.8%       | 9<br>29.0%<br>Fh | 4<br>10.5%        | 7<br>21.2%<br>f   | 30<br>14.7%     | 5<br>21.7% |            | 2<br>25.0%       |
| Radio                       | 20<br>8.5%       | 11<br>8.7%  | 9<br>8.3%      | 1<br>4.2%         | 2<br>4.1%       | 8<br>13.6%<br>e | 2<br>6.5%        | 3<br>7.9%         | 4<br>12.1%        | 19<br>9.3%      | 1<br>4.3%  |            |                  |
| Friend/Family/Word-of mouth | 17<br>7.3%       | 7<br>5.6%   | 10<br>9.3%     | 1<br>4.2%         | 3<br>6.1%       | 3<br>5.1%       | 2<br>6.5%        | 4<br>10.5%        | 4<br>12.1%        | 17<br>8.3%      |            |            |                  |
| News (general)              | 17<br>7.3%       | 10<br>7.9%  | 7<br>6.5%      | 2<br>8.3%         | 3<br>6.1%       | 7<br>11.9%      | 1<br>3.2%        | 2<br>5.3%         | 2<br>6.1%         | 17<br>8.3%      |            |            |                  |
| Work                        | 16<br>6.8%       | 10<br>7.9%  | 6<br>5.6%      | 1<br>4.2%         | 7<br>14.3%<br>H | 4<br>6.8%       | 3<br>9.7%        | 1<br>2.6%         |                   | 9<br>4.4%       | 4<br>17.4% | 1<br>25.0% | 3<br>37.5%<br>aj |
| School                      | 10<br>4.3%       | 7<br>5.6%   | 3<br>2.8%      | 6<br>25.0%<br>AEG | 3<br>6.1%       |                 | 1<br>3.2%        |                   |                   | 8<br>3.9%       | 1<br>4.3%  | 1<br>25.0% | 1<br>12.5%       |
| Civic meeting/event         | 8<br>3.4%        | 3<br>2.4%   | 5<br>4.6%      |                   | 5<br>10.2%<br>f | 1<br>1.7%       |                  | 2<br>5.3%         |                   | 7<br>3.4%       | 1<br>4.3%  |            |                  |
| Non-civic/other meeting     | 7<br>3.0%        | 3<br>2.4%   | 4<br>3.7%      |                   | 2<br>4.1%       | 1<br>1.7%       |                  | 3<br>7.9%         | 1<br>3.0%         | 6<br>2.9%       | 1<br>4.3%  |            |                  |
| Website/Internet            | 6<br>2.6%        | 5<br>4.0%   | 1<br>0.9%      | 1<br>4.2%         |                 | 3<br>5.1%       | 1<br>3.2%        | 1<br>2.6%         |                   | 4<br>2.0%       | 2<br>8.7%  |            |                  |
| Other                       | 10<br>4.3%       | 2<br>1.6%   | 8<br>7.4%<br>B |                   | 3<br>6.1%       | 2<br>3.4%       | 1<br>3.2%        | 1<br>2.6%         | 3<br>9.1%         | 8<br>3.9%       | 1<br>4.3%  | 1<br>25.0% |                  |
| Don't recall                | 4<br>1.7%        | 2<br>1.6%   | 2<br>1.9%      | 1<br>4.2%         | 1<br>2.0%       | 1<br>1.7%       |                  | 1<br>2.6%         |                   | 3<br>1.5%       | 1<br>4.3%  |            |                  |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q14A. [If you have heard of Destination 2040], where had you heard about it?

|                             | AREA OF LEXINGTON |            |                    |                 |                   |                   | YEARS LIVING IN LEXINGTON |             |             |             |                  |
|-----------------------------|-------------------|------------|--------------------|-----------------|-------------------|-------------------|---------------------------|-------------|-------------|-------------|------------------|
|                             | TOTAL             | NORTH      | DNTOWN             | WEST            | SOUTH             | EAST              | < 10                      | 10-19       | 20-29       | 30-39       | 40+              |
|                             | (A)               | (B)        | (C)                | (D)             | (E)               | (F)               | (G)                       | (H)         | (I)         | (J)         | (K)              |
| Base                        | 234               | 7          | 32                 | 63              | 92                | 40                | 56                        | 45          | 54          | 34          | 45               |
| Newspaper                   | 92<br>39.3%       |            | 11<br>34.4%        | 24<br>38.1%     | 45<br>48.9%<br>F  | 12<br>30.0%       | 22<br>39.3%               | 16<br>35.6% | 17<br>31.5% | 15<br>44.1% | 22<br>48.9%<br>i |
| Television                  | 36<br>15.4%<br>c  | 2<br>28.6% | 2<br>6.2%          | 8<br>12.7%      | 20<br>21.7%<br>Cf | 4<br>10.0%        | 6<br>10.7%                | 6<br>13.3%  | 9<br>16.7%  | 7<br>20.6%  | 8<br>17.8%       |
| Radio                       | 20<br>8.5%        |            | 1<br>3.1%          | 7<br>11.1%      | 7<br>7.6%         | 5<br>12.5%        | 4<br>7.1%                 | 2<br>4.4%   | 5<br>9.3%   | 3<br>8.8%   | 6<br>13.3%       |
| Friend/Family/Word-of mouth | 17<br>7.3%        |            | 4<br>12.5%         | 7<br>11.1%<br>e | 3<br>3.3%         | 3<br>7.5%         | 4<br>7.1%                 | 2<br>4.4%   | 3<br>5.6%   | 1<br>2.9%   | 7<br>15.6%<br>hJ |
| News (general)              | 17<br>7.3%        | 2<br>28.6% |                    | 3<br>4.8%       | 9<br>9.8%         | 3<br>7.5%         | 5<br>8.9%                 | 5<br>11.1%  | 5<br>9.3%   |             | 2<br>4.4%        |
| Work                        | 16<br>6.8%<br>kE  | 1<br>14.3% | 3<br>9.4%          | 3<br>4.8%       | 2<br>2.2%         | 7<br>17.5%<br>adE | 6<br>10.7%<br>k           | 2<br>4.4%   | 4<br>7.4%   | 3<br>8.8%   | 1<br>2.2%        |
| School                      | 10<br>4.3%        |            | 5<br>15.6%<br>adEf | 2<br>3.2%       | 2<br>2.2%         | 1<br>2.5%         | 4<br>7.1%                 | 3<br>6.7%   | 2<br>3.7%   | 1<br>2.9%   |                  |
| Civic meeting/event         | 8<br>3.4%         |            | 3<br>9.4%          | 3<br>4.8%       |                   | 2<br>5.0%         | 2<br>3.6%                 | 2<br>4.4%   | 3<br>5.6%   | 1<br>2.9%   |                  |
| Non-civic/other meeting     | 7<br>3.0%         |            | 1<br>3.1%          | 3<br>4.8%       | 3<br>3.3%         |                   | 2<br>3.6%                 | 3<br>6.7%   | 1<br>1.9%   | 1<br>2.9%   |                  |
| Website/Internet            | 6<br>2.6%         |            | 1<br>3.1%          |                 | 4<br>4.3%         | 1<br>2.5%         |                           | 3<br>6.7%   | 2<br>3.7%   |             | 1<br>2.2%        |
| Other                       | 10<br>4.3%        | 2<br>28.6% |                    | 3<br>4.8%       | 4<br>4.3%         | 1<br>2.5%         | 2<br>3.6%                 | 2<br>4.4%   | 3<br>5.6%   | 2<br>5.9%   | 1<br>2.2%        |
| Don't recall                | 4<br>1.7%         |            | 1<br>3.1%          | 2<br>3.2%       |                   | 1<br>2.5%         |                           |             | 3<br>5.6%   | 1<br>2.9%   |                  |

Note: Totals may add to more than 100% due to multiple responses

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q14B. [If yes], have you participated in any of the Destination 2040 meetings?

|      | GENDER |       |        | AGE GROUP |       |       |        |       |       | ETHNIC IDENTITY |       |       |        |
|------|--------|-------|--------|-----------|-------|-------|--------|-------|-------|-----------------|-------|-------|--------|
|      | TOTAL  | MALE  | FEMALE | 18-24     | 25-34 | 35-44 | 45-54  | 55-64 | 65+   | CAUC            | AA    | HISP  | OTHER  |
|      | (A)    | (B)   | (C)    | (D)       | (E)   | (F)   | (G)    | (H)   | (I)   | (J)             | (K)   | (L)   | (M)    |
| Base | 234    | 126   | 108    | 24        | 49    | 59    | 31     | 38    | 33    | 204             | 23    | 4     | 8      |
| Yes  | 20     | 9     | 11     | 1         | 6     | 3     |        | 6     | 4     | 15              | 3     | 2     |        |
|      | 8.5%   | 7.1%  | 10.2%  | 4.2%      | 12.2% | 5.1%  |        | 15.8% | 12.1% | 7.4%            | 13.0% | 50.0% | aj     |
| No   | 214    | 117   | 97     | 23        | 43    | 56    | 31     | 32    | 29    | 189             | 20    | 2     | 8      |
|      | 91.5%  | 92.9% | 89.8%  | 95.8%     | 87.8% | 94.9% | 100.0% | 84.2% | 87.9% | 92.6%           | 87.0% | 50.0% | 100.0% |
|      | 1      |       |        |           |       |       | AEfHI  |       |       | 1               |       |       | AJkL   |

Q14B. [If yes], have you participated in any of the Destination 2040 meetings?

|      | AREA OF LEXINGTON |        |        |       |       |       | YEARS LIVING IN LEXINGTON |       |       |       |       |
|------|-------------------|--------|--------|-------|-------|-------|---------------------------|-------|-------|-------|-------|
|      | TOTAL             | NORTH  | DNTOWN | WEST  | SOUTH | EAST  | < 10                      | 10-19 | 20-29 | 30-39 | 40+   |
|      | (A)               | (B)    | (C)    | (D)   | (E)   | (F)   | (G)                       | (H)   | (I)   | (J)   | (K)   |
| Base | 234               | 7      | 32     | 63    | 92    | 40    | 56                        | 45    | 54    | 34    | 45    |
| Yes  | 20                |        | 5      | 7     | 6     | 2     | 5                         | 4     | 6     | 3     | 2     |
|      | 8.5%              |        | 15.6%  | 11.1% | 6.5%  | 5.0%  | 8.9%                      | 8.9%  | 11.1% | 8.8%  | 4.4%  |
| No   | 214               | 7      | 27     | 56    | 86    | 38    | 51                        | 41    | 48    | 31    | 43    |
|      | 91.5%             | 100.0% | 84.4%  | 88.9% | 93.5% | 95.0% | 91.1%                     | 91.1% | 88.9% | 91.2% | 95.6% |
|      |                   | ACDE   |        |       |       |       |                           |       |       |       |       |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q15. Into which of the following categories does your age fall?

|         | GENDER            |                    |                  | AGE GROUP     |                    |                    |                    |                    |                    | ETHNIC IDENTITY   |                   |            |            |
|---------|-------------------|--------------------|------------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------------|-------------------|-------------------|------------|------------|
|         | TOTAL             | MALE               | FEMALE           | 18-24         | 25-34              | 35-44              | 45-54              | 55-64              | 65+                | CAUC              | AA                | HISP       | OTHER      |
|         | (A)               | (B)                | (C)              | (D)           | (E)                | (F)                | (G)                | (H)                | (I)                | (J)               | (K)               | (L)        | (M)        |
| Base    | 1000              | 487                | 513              | 168           | 194                | 224                | 156                | 134                | 122                | 838               | 127               | 20         | 25         |
| 18-24   | 168<br>16.8%<br>C | 118<br>24.2%<br>AC | 50<br>9.7%<br>A  | 168<br>100.0% |                    |                    |                    |                    |                    | 118<br>14.1%      | 40<br>31.5%<br>AJ | 5<br>25.0% | 7<br>28.0% |
| 25-34   | 194<br>19.4%      | 92<br>18.9%        | 102<br>19.9%     |               | 194<br>100.0%<br>A |                    |                    |                    |                    | 156<br>18.6%      | 28<br>22.0%       | 6<br>30.0% | 8<br>32.0% |
| 35-44   | 224<br>22.4%      | 107<br>22.0%       | 117<br>22.8%     |               |                    | 224<br>100.0%<br>A |                    |                    |                    | 194<br>23.2%      | 24<br>18.9%       | 3<br>15.0% | 4<br>16.0% |
| 45-54   | 156<br>15.6%      | 63<br>12.9%        | 93<br>18.1%<br>B |               |                    |                    | 156<br>100.0%<br>A |                    |                    | 136<br>16.2%      | 16<br>12.6%       | 2<br>10.0% | 4<br>16.0% |
| 55-64   | 134<br>13.4%<br>K | 60<br>12.3%        | 74<br>14.4%      |               |                    |                    |                    | 134<br>100.0%<br>A |                    | 122<br>14.6%<br>K | 8<br>6.3%         | 2<br>10.0% | 2<br>8.0%  |
| 65+     | 122<br>12.2%      | 47<br>9.7%         | 75<br>14.6%<br>B |               |                    |                    |                    |                    | 122<br>100.0%<br>A | 110<br>13.1%      | 11<br>8.7%        | 2<br>10.0% |            |
| Refused | 2<br>0.2%         |                    | 2<br>0.4%        |               |                    |                    |                    |                    |                    | 2<br>0.2%         |                   |            |            |

Q15. Into which of the following categories does your age fall?

|         | AREA OF LEXINGTON    |                   |                      |                     |                   |                  | YEARS LIVING IN LEXINGTON |                     |                   |                     |                      |
|---------|----------------------|-------------------|----------------------|---------------------|-------------------|------------------|---------------------------|---------------------|-------------------|---------------------|----------------------|
|         | TOTAL                | NORTH             | DNTOWN               | WEST                | SOUTH             | EAST             | < 10                      | 10-19               | 20-29             | 30-39               | 40+                  |
|         | (A)                  | (B)               | (C)                  | (D)                 | (E)               | (F)              | (G)                       | (H)                 | (I)               | (J)                 | (K)                  |
| Base    | 1000                 | 73                | 109                  | 274                 | 354               | 190              | 217                       | 214                 | 243               | 141                 | 185                  |
| 18-24   | 168<br>16.8%<br>JBD  | 7<br>9.6%         | 42<br>38.5%<br>ABDEF | 28<br>10.2%         | 62<br>17.5%<br>BD | 29<br>15.3%      | 56<br>25.8%<br>AJ         | 45<br>21.0%<br>J    | 66<br>27.2%<br>AJ | 1<br>0.7%           |                      |
| 25-34   | 194<br>19.4%<br>KD   | 20<br>27.4%<br>cD | 18<br>16.5%          | 38<br>13.9%         | 77<br>21.8%<br>D  | 41<br>21.6%<br>D | 75<br>34.6%<br>AHJK       | 44<br>20.6%<br>K    | 52<br>21.4%<br>K  | 21<br>14.9%<br>K    | 2<br>1.1%            |
| 35-44   | 224<br>22.4%<br>K    | 13<br>17.8%       | 23<br>21.1%          | 55<br>20.1%         | 86<br>24.3%       | 47<br>24.7%      | 39<br>18.0%<br>k          | 67<br>31.3%<br>AGIK | 52<br>21.4%<br>K  | 45<br>31.9%<br>AGIK | 21<br>11.4%          |
| 45-54   | 156<br>15.6%<br>gC   | 12<br>16.4%       | 9<br>8.3%            | 50<br>18.2%<br>C    | 53<br>15.0%<br>C  | 32<br>16.8%<br>C | 25<br>11.5%               | 31<br>14.5%         | 37<br>15.2%       | 23<br>16.3%         | 40<br>21.6%<br>aGhi  |
| 55-64   | 134<br>13.4%<br>GHIC | 11<br>15.1%       | 8<br>7.3%            | 52<br>19.0%<br>ACEF | 44<br>12.4%<br>c  | 19<br>10.0%      | 10<br>4.6%                | 17<br>7.9%          | 21<br>8.6%<br>g   | 26<br>18.4%<br>GHI  | 60<br>32.4%<br>AGHIJ |
| 65+     | 122<br>12.2%<br>GHIE | 10<br>13.7%       | 9<br>8.3%            | 50<br>18.2%<br>ACEF | 31<br>8.8%        | 22<br>11.6%      | 12<br>5.5%                | 9<br>4.2%           | 14<br>5.8%        | 25<br>17.7%<br>GHI  | 62<br>33.5%<br>AGHIJ |
| Refused | 2<br>0.2%            |                   |                      | 1<br>0.4%           | 1<br>0.3%         |                  |                           | 1<br>0.5%           | 1<br>0.4%         |                     |                      |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q16. What was the last grade of school you had the opportunity to complete?

|                                  | GENDER               |                   |                   | AGE GROUP            |                      |                     |                   |                     |                      | ETHNIC IDENTITY    |                    |                 |                    |
|----------------------------------|----------------------|-------------------|-------------------|----------------------|----------------------|---------------------|-------------------|---------------------|----------------------|--------------------|--------------------|-----------------|--------------------|
|                                  | TOTAL                | MALE              | FEMALE            | 18-24                | 25-34                | 35-44               | 45-54             | 55-64               | 65+                  | CAUC               | AA                 | HISP            | OTHER              |
|                                  | (A)                  | (B)               | (C)               | (D)                  | (E)                  | (F)                 | (G)               | (H)                 | (I)                  | (J)                | (K)                | (L)             | (M)                |
| Base                             | 1000                 | 487               | 513               | 168                  | 194                  | 224                 | 156               | 134                 | 122                  | 838                | 127                | 20              | 25                 |
| Less than high school            | 17<br>1.7%           | 9<br>1.8%         | 8<br>1.6%         | 2<br>1.2%            | 2<br>1.0%            | 2<br>0.9%           | 3<br>1.9%         | 3<br>2.2%           | 5<br>4.1%<br>f       | 8<br>1.0%          | 7<br>5.5%<br>aJ    | 2<br>10.0%      |                    |
| High school graduate             | 192<br>19.2%<br>ME   | 89<br>18.3%       | 103<br>20.1%      | 54<br>32.1%<br>AEFGH | 23<br>11.9%          | 40<br>17.9%<br>e    | 23<br>14.7%       | 19<br>14.2%         | 32<br>26.2%<br>aEFGH | 144<br>17.2%<br>m  | 40<br>31.5%<br>AJM | 6<br>30.0%<br>m | 2<br>8.0%          |
| Some college or technical school | 256<br>25.6%<br>EF   | 133<br>27.3%      | 123<br>24.0%      | 69<br>41.1%<br>AEFGI | 34<br>17.5%          | 39<br>17.4%         | 43<br>27.6%<br>EF | 44<br>32.8%<br>aEFi | 27<br>22.1%          | 206<br>24.6%       | 43<br>33.9%<br>aJL | 3<br>15.0%      | 11<br>44.0%<br>ajL |
| College graduate                 | 332<br>33.2%<br>KDhI | 146<br>30.0%      | 186<br>36.3%<br>B | 36<br>21.4%          | 87<br>44.8%<br>ADGHI | 92<br>41.1%<br>ADHI | 53<br>34.0%<br>Di | 34<br>25.4%         | 29<br>23.8%          | 290<br>34.6%<br>K  | 30<br>23.6%        | 6<br>30.0%      | 9<br>36.0%         |
| Graduate school                  | 201<br>20.1%<br>KD   | 110<br>22.6%<br>c | 91<br>17.7%       | 7<br>4.2%            | 46<br>23.7%<br>D     | 51<br>22.8%<br>D    | 34<br>21.8%<br>D  | 34<br>25.4%<br>D    | 29<br>23.8%<br>D     | 190<br>22.7%<br>KL | 6<br>4.7%          | 2<br>10.0%      | 3<br>12.0%         |
| Refused                          | 2<br>0.2%            |                   | 2<br>0.4%         |                      | 2<br>1.0%            |                     |                   |                     |                      |                    | 1<br>0.8%          | 1<br>5.0%       |                    |

Q16. What was the last grade of school you had the opportunity to complete?

|                                  | AREA OF LEXINGTON |       |             |             |             |            | YEARS LIVING IN LEXINGTON |            |            |            |            |
|----------------------------------|-------------------|-------|-------------|-------------|-------------|------------|---------------------------|------------|------------|------------|------------|
|                                  | TOTAL             | NORTH | DNTOWN      | WEST        | SOUTH       | EAST       | < 10                      | 10-19      | 20-29      | 30-39      | 40+        |
|                                  | (A)               | (B)   | (C)         | (D)         | (E)         | (F)        | (G)                       | (H)        | (I)        | (J)        | (K)        |
| Base                             | 1000              | 73    | 109         | 274         | 354         | 190        | 217                       | 214        | 243        | 141        | 185        |
| Less than high school            | 17                | 1     | 3           | 2           | 7           | 4          | 1                         | 3          | 5          | 2          | 6          |
|                                  | 1.7%<br>G         | 1.4%  | 2.8%        | 0.7%        | 2.0%        | 2.1%       | 0.5%                      | 1.4%       | 2.1%       | 1.4%       | 3.2%<br>G  |
| High school graduate             | 192               | 16    | 28          | 48          | 56          | 44         | 26                        | 42         | 49         | 30         | 45         |
|                                  | 19.2%<br>G        | 21.9% | 25.7%<br>dE | 17.5%       | 15.8%       | 23.2%<br>E | 12.0%                     | 19.6%<br>G | 20.2%<br>G | 21.3%<br>G | 24.3%<br>G |
| Some college or technical school | 256               | 18    | 35          | 65          | 86          | 52         | 52                        | 49         | 71         | 35         | 49         |
|                                  | 25.6%             | 24.7% | 32.1%       | 23.7%       | 24.3%       | 27.4%      | 24.0%                     | 22.9%      | 29.2%      | 24.8%      | 26.5%      |
| College graduate                 | 332               | 24    | 26          | 92          | 124         | 66         | 70                        | 80         | 85         | 43         | 54         |
|                                  | 33.2%<br>C        | 32.9% | 23.9%       | 33.6%<br>c  | 35.0%<br>C  | 34.7%<br>C | 32.3%                     | 37.4%<br>k | 35.0%      | 30.5%      | 29.2%      |
| Graduate school                  | 201               | 13    | 17          | 67          | 80          | 24         | 68                        | 38         | 33         | 31         | 31         |
|                                  | 20.1%<br>IF       | 17.8% | 15.6%       | 24.5%<br>CF | 22.6%<br>cF | 12.6%      | 31.3%<br>AHIJK            | 17.8%      | 13.6%      | 22.0%<br>I | 16.8%      |
| Refused                          | 2                 | 1     |             |             | 1           |            |                           | 2          |            |            |            |
|                                  | 0.2%              | 1.4%  |             |             | 0.3%        |            |                           | 0.9%       |            |            |            |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q17. How would you describe your racial or ethnic identity?

|                        | GENDER               |                      |                      | AGE GROUP             |                   |                    |                    |                     |                     | ETHNIC IDENTITY       |                       |                     |                    |
|------------------------|----------------------|----------------------|----------------------|-----------------------|-------------------|--------------------|--------------------|---------------------|---------------------|-----------------------|-----------------------|---------------------|--------------------|
|                        | TOTAL                | MALE                 | FEMALE               | 18-24                 | 25-34             | 35-44              | 45-54              | 55-64               | 65+                 | CAUC                  | AA                    | HISP                | OTHER              |
|                        | (A)                  | (B)                  | (C)                  | (D)                   | (E)               | (F)                | (G)                | (H)                 | (I)                 | (J)                   | (K)                   | (L)                 | (M)                |
| Base                   | 1000                 | 487                  | 513                  | 168                   | 194               | 224                | 156                | 134                 | 122                 | 838                   | 127                   | 20                  | 25                 |
| Caucasian/White        | 838<br>83.8%<br>KLMD | 400<br>82.1%<br>KLMD | 438<br>85.4%<br>KLMD | 118<br>70.2%<br>KLMD  | 156<br>80.4%<br>D | 194<br>86.6%<br>De | 136<br>87.2%<br>De | 122<br>91.0%<br>ADE | 110<br>90.2%<br>ADE | 838<br>100.0%<br>AKLM | 4<br>3.1%<br>AKLM     | 3<br>15.0%<br>AKLM  | 6<br>24.0%<br>K    |
| African American/Black | 127<br>12.7%<br>JH   | 65<br>13.3%<br>JH    | 62<br>12.1%<br>JH    | 40<br>23.8%<br>AEFGHI | 28<br>14.4%<br>H  | 24<br>10.7%<br>H   | 16<br>10.3%<br>H   | 8<br>6.0%<br>H      | 11<br>9.0%<br>H     | 4<br>0.5%<br>AJLM     | 127<br>100.0%<br>AJLM | 1<br>5.0%<br>AJLM   | 2<br>8.0%<br>AJLM  |
| Hispanic               | 20<br>2.0%<br>J      | 12<br>2.5%<br>J      | 8<br>1.6%<br>J       | 5<br>3.0%<br>J        | 6<br>3.1%<br>J    | 3<br>1.3%<br>J     | 2<br>1.3%<br>J     | 2<br>1.5%<br>J      | 2<br>1.6%<br>J      | 3<br>0.4%<br>AJK      | 1<br>0.8%<br>AJK      | 20<br>100.0%<br>AJK |                    |
| Asian American         | 15<br>1.5%<br>Jf     | 9<br>1.8%<br>Jf      | 6<br>1.2%<br>Jf      | 6<br>3.6%<br>Fgh      | 6<br>3.1%<br>Fg   | 1<br>0.4%<br>Fg    | 1<br>0.6%<br>Fg    | 1<br>0.7%<br>Fg     |                     | 2<br>0.2%<br>AJK      | 1<br>0.8%<br>AJK      |                     | 15<br>60.0%<br>AJK |
| Other                  | 10<br>1.0%<br>AJK    | 5<br>1.0%<br>AJK     | 5<br>1.0%<br>AJK     | 1<br>0.6%<br>AJK      | 2<br>1.0%<br>AJK  | 3<br>1.3%<br>AJK   | 3<br>1.9%<br>AJK   | 1<br>0.7%<br>AJK    |                     | 4<br>0.5%<br>AJK      | 1<br>0.8%<br>AJK      |                     | 10<br>40.0%<br>AJK |
| Refused                | 5<br>0.5%<br>AJK     | 3<br>0.6%<br>AJK     | 2<br>0.4%<br>AJK     | 1<br>0.6%<br>AJK      | 1<br>0.5%<br>AJK  | 2<br>0.9%<br>AJK   | 1<br>0.6%<br>AJK   |                     |                     |                       |                       |                     |                    |

Q17. How would you describe your racial or ethnic identity?

|                        | AREA OF LEXINGTON |       |        |       |       |       | YEARS LIVING IN LEXINGTON |       |       |       |       |
|------------------------|-------------------|-------|--------|-------|-------|-------|---------------------------|-------|-------|-------|-------|
|                        | TOTAL             | NORTH | DNTOWN | WEST  | SOUTH | EAST  | < 10                      | 10-19 | 20-29 | 30-39 | 40+   |
|                        | (A)               | (B)   | (C)    | (D)   | (E)   | (F)   | (G)                       | (H)   | (I)   | (J)   | (K)   |
| Base                   | 1000              | 73    | 109    | 274   | 354   | 190   | 217                       | 214   | 243   | 141   | 185   |
| Caucasian/White        | 838               | 51    | 61     | 256   | 315   | 155   | 179                       | 183   | 190   | 120   | 166   |
|                        | 83.8%             | 69.9% | 56.0%  | 93.4% | 89.0% | 81.6% | 82.5%                     | 85.5% | 78.2% | 85.1% | 89.7% |
|                        | iBC               | c     |        | ABCEF | ABCF  | bC    |                           | I     |       | i     | AGI   |
| African American/Black | 127               | 17    | 43     | 12    | 28    | 27    | 25                        | 21    | 44    | 18    | 19    |
|                        | 12.7%             | 23.3% | 39.4%  | 4.4%  | 7.9%  | 14.2% | 11.5%                     | 9.8%  | 18.1% | 12.8% | 10.3% |
|                        | DE                | ADE   | ABDEF  |       | d     | DE    |                           |       | AGHK  |       |       |
| Hispanic               | 20                | 3     | 3      | 4     | 6     | 4     | 9                         | 6     | 3     | 2     |       |
|                        | 2.0%              | 4.1%  | 2.8%   | 1.5%  | 1.7%  | 2.1%  | 4.1%                      | 2.8%  | 1.2%  | 1.4%  |       |
|                        |                   |       |        |       |       |       | i                         |       |       |       |       |
| Asian American         | 15                | 1     | 3      | 2     | 4     | 5     | 7                         | 4     | 4     |       |       |
|                        | 1.5%              | 1.4%  | 2.8%   | 0.7%  | 1.1%  | 2.6%  | 3.2%                      | 1.9%  | 1.6%  |       |       |
| Other                  | 10                |       | 1      | 3     | 5     | 1     | 1                         | 3     | 4     |       | 2     |
|                        | 1.0%              |       | 0.9%   | 1.1%  | 1.4%  | 0.5%  | 0.5%                      | 1.4%  | 1.6%  |       | 1.1%  |
| Refused                | 5                 | 1     | 2      |       | 2     |       | 2                         |       | 2     | 1     |       |
|                        | 0.5%              | 1.4%  | 1.8%   |       | 0.6%  |       | 0.9%                      |       | 0.8%  | 0.7%  |       |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Q18. And finally, what is your home zip code?

|                    | GENDER |       |        | AGE GROUP |       |       |       |       |       | ETHNIC IDENTITY |       |       |       |
|--------------------|--------|-------|--------|-----------|-------|-------|-------|-------|-------|-----------------|-------|-------|-------|
|                    | TOTAL  | MALE  | FEMALE | 18-24     | 25-34 | 35-44 | 45-54 | 55-64 | 65+   | CAUC            | AA    | HISP  | OTHER |
|                    | (A)    | (B)   | (C)    | (D)       | (E)   | (F)   | (G)   | (H)   | (I)   | (J)             | (K)   | (L)   | (M)   |
| Base               | 1000   | 487   | 513    | 168       | 194   | 224   | 156   | 134   | 122   | 838             | 127   | 20    | 25    |
|                    | 100.0% | 48.7% | 51.3%  | 16.8%     | 19.4% | 22.4% | 15.6% | 13.4% | 12.2% | 83.8%           | 12.7% | 2.0%  | 2.5%  |
|                    | FGHIBC |       |        | HI        | GHI   | DeGHI | I     |       |       | KLM             | LM    |       |       |
|                    | JKLMDE |       |        |           |       |       |       |       |       |                 |       |       |       |
| South Lexington    | 354    | 177   | 177    | 62        | 77    | 86    | 53    | 44    | 31    | 315             | 28    | 6     | 9     |
|                    | 35.4%  | 36.3% | 34.5%  | 36.9%     | 39.7% | 38.4% | 34.0% | 32.8% | 25.4% | 37.6%           | 22.0% | 30.0% | 36.0% |
|                    | KI     |       |        | I         | I     | I     |       |       |       | K               |       |       |       |
| 40517              | 138    | 68    | 70     | 31        | 32    | 31    | 16    | 17    | 10    | 124             | 14    | 1     | 1     |
|                    | 13.8%  | 14.0% | 13.6%  | 18.5%     | 16.5% | 13.8% | 10.3% | 12.7% | 8.2%  | 14.8%           | 11.0% | 5.0%  | 4.0%  |
|                    | LMI    |       |        | GI        | gI    | i     |       |       |       | LM              |       |       |       |
| 40515              | 114    | 57    | 57     | 12        | 23    | 37    | 20    | 14    | 8     | 99              | 9     | 2     | 6     |
|                    | 11.4%  | 11.7% | 11.1%  | 7.1%      | 11.9% | 16.5% | 12.8% | 10.4% | 6.6%  | 11.8%           | 7.1%  | 10.0% | 24.0% |
|                    | kdI    |       |        |           |       | aDhI  | di    |       |       | k               |       |       | k     |
| 40502              | 102    | 52    | 50     | 19        | 22    | 18    | 17    | 13    | 13    | 92              | 5     | 3     | 2     |
|                    | 10.2%  | 10.7% | 9.7%   | 11.3%     | 11.3% | 8.0%  | 10.9% | 9.7%  | 10.7% | 11.0%           | 3.9%  | 15.0% | 8.0%  |
|                    | K      |       |        |           |       |       |       |       |       | K               |       |       |       |
| West Lexington     | 274    | 125   | 149    | 28        | 38    | 55    | 50    | 52    | 50    | 256             | 12    | 4     | 5     |
|                    | 27.4%  | 25.7% | 29.0%  | 16.7%     | 19.6% | 24.6% | 32.1% | 38.8% | 41.0% | 30.5%           | 9.4%  | 20.0% | 20.0% |
|                    | KDE    |       |        |           |       | d     | DE    | ADEF  | ADEF  | K               |       |       |       |
| 40503              | 109    | 47    | 62     | 4         | 5     | 14    | 22    | 35    | 29    | 104             | 1     | 4     | 1     |
|                    | 10.9%  | 9.7%  | 12.1%  | 2.4%      | 2.6%  | 6.2%  | 14.1% | 26.1% | 23.8% | 12.4%           | 0.8%  | 20.0% | 4.0%  |
|                    | KmDEF  |       |        |           |       | de    | DEF   | ADEFG | ADEFG | KM              |       | K     |       |
| 40504              | 94     | 43    | 51     | 16        | 18    | 26    | 14    | 7     | 12    | 86              | 7     |       | 2     |
|                    | 9.4%   | 8.8%  | 9.9%   | 9.5%      | 9.3%  | 11.6% | 9.0%  | 5.2%  | 9.8%  | 10.3%           | 5.5%  |       | 8.0%  |
|                    | kh     |       |        |           |       | H     |       |       |       | K               |       |       |       |
| 40514              | 42     | 21    | 21     | 6         | 8     | 9     | 8     | 6     | 5     | 41              | 1     |       | 1     |
|                    | 4.2%   | 4.3%  | 4.1%   | 3.6%      | 4.1%  | 4.0%  | 5.1%  | 4.5%  | 4.1%  | 4.9%            | 0.8%  |       | 4.0%  |
|                    | K      |       |        |           |       |       |       |       |       | K               |       |       |       |
| 40513              | 29     | 14    | 15     | 2         | 7     | 6     | 6     | 4     | 4     | 25              | 3     |       | 1     |
|                    | 2.9%   | 2.9%  | 2.9%   | 1.2%      | 3.6%  | 2.7%  | 3.8%  | 3.0%  | 3.3%  | 3.0%            | 2.4%  |       | 4.0%  |
|                    | d      |       |        |           |       |       |       |       |       |                 |       |       |       |
| East Lexington     | 190    | 93    | 97     | 29        | 41    | 47    | 32    | 19    | 22    | 155             | 27    | 4     | 6     |
|                    | 19.0%  | 19.1% | 18.9%  | 17.3%     | 21.1% | 21.0% | 20.5% | 14.2% | 18.0% | 18.5%           | 21.3% | 20.0% | 24.0% |
|                    |        |       |        |           | h     | h     |       |       |       |                 |       |       |       |
| 40505              | 102    | 51    | 51     | 16        | 21    | 20    | 19    | 12    | 14    | 76              | 21    | 2     | 4     |
|                    | 10.2%  | 10.5% | 9.9%   | 9.5%      | 10.8% | 8.9%  | 12.2% | 9.0%  | 11.5% | 9.1%            | 16.5% | 10.0% | 16.0% |
|                    |        |       |        |           |       |       |       |       |       |                 | aJ    |       |       |
| 40509              | 79     | 38    | 41     | 12        | 18    | 25    | 11    | 6     | 7     | 72              | 4     | 2     | 2     |
|                    | 7.9%   | 7.8%  | 8.0%   | 7.1%      | 9.3%  | 11.2% | 7.1%  | 4.5%  | 5.7%  | 8.6%            | 3.1%  | 10.0% | 8.0%  |
|                    | Kh     |       |        |           | h     | Hi    |       |       |       | K               |       |       |       |
| 40516              | 9      | 4     | 5      | 1         | 2     | 2     | 2     | 1     | 1     | 7               | 2     |       |       |
|                    | 0.9%   | 0.8%  | 1.0%   | 0.6%      | 1.0%  | 0.9%  | 1.3%  | 0.7%  | 0.8%  | 0.8%            | 1.6%  |       |       |
| Downtown Lexington | 109    | 57    | 52     | 42        | 18    | 23    | 9     | 8     | 9     | 61              | 43    | 3     | 4     |
|                    | 10.9%  | 11.7% | 10.1%  | 25.0%     | 9.3%  | 10.3% | 5.8%  | 6.0%  | 7.4%  | 7.3%            | 33.9% | 15.0% | 16.0% |
|                    | JGH    |       |        | AEFGHI    |       |       |       |       |       |                 | AJLM  |       |       |
| 40508              | 97     | 49    | 48     | 40        | 14    | 21    | 8     | 7     | 7     | 50              | 40    | 3     | 3     |
|                    | 9.7%   | 10.1% | 9.4%   | 23.8%     | 7.2%  | 9.4%  | 5.1%  | 5.2%  | 5.7%  | 6.0%            | 31.5% | 15.0% | 12.0% |
|                    | JGHI   |       |        | AEFGHI    |       |       |       |       |       |                 | AJLM  |       |       |
| 40507              | 11     | 7     | 4      | 2         | 4     | 2     | 1     | 1     | 1     | 10              | 3     |       | 1     |
|                    | 1.1%   | 1.4%  | 0.8%   | 1.2%      | 2.1%  | 0.9%  | 0.6%  | 0.7%  | 0.8%  | 1.2%            | 2.4%  |       | 4.0%  |
| 40506              | 1      | 1     |        |           |       |       |       |       |       | 1               | 1     |       |       |
|                    | 0.1%   | 0.2%  |        |           |       |       |       |       |       | 0.8%            | 0.1%  |       |       |

(Continued)

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q18. And finally, what is your home zip code?

|                 | GENDER          |            |            | AGE GROUP |                   |            |            |            |            | ETHNIC IDENTITY |                    |            |           |
|-----------------|-----------------|------------|------------|-----------|-------------------|------------|------------|------------|------------|-----------------|--------------------|------------|-----------|
|                 | TOTAL           | MALE       | FEMALE     | 18-24     | 25-34             | 35-44      | 45-54      | 55-64      | 65+        | CAUC            | AA                 | HISP       | OTHER     |
|                 | (A)             | (B)        | (C)        | (D)       | (E)               | (F)        | (G)        | (H)        | (I)        | (J)             | (K)                | (L)        | (M)       |
| North Lexington | 73<br>7.3%<br>d | 35<br>7.2% | 38<br>7.4% | 7<br>4.2% | 20<br>10.3%<br>Df | 13<br>5.8% | 12<br>7.7% | 11<br>8.2% | 10<br>8.2% | 51<br>6.1%      | 17<br>13.4%<br>aJm | 3<br>15.0% | 1<br>4.0% |
| 40511           | 69<br>6.9%      | 33<br>6.8% | 36<br>7.0% | 7<br>4.2% | 19<br>9.8%<br>Df  | 12<br>5.4% | 11<br>7.1% | 10<br>7.5% | 10<br>8.2% | 47<br>5.6%      | 17<br>13.4%<br>AJm | 3<br>15.0% | 1<br>4.0% |
| 40510           | 4<br>0.4%       | 2<br>0.4%  | 2<br>0.4%  |           | 1<br>0.5%         | 1<br>0.4%  | 1<br>0.6%  | 1<br>0.7%  |            | 4<br>0.5%       |                    |            |           |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q18. And finally, what is your home zip code?

|                    | AREA OF LEXINGTON                |                 |                    |                     |                      |                    | YEARS LIVING IN LEXINGTON |                   |                    |                      |                     |
|--------------------|----------------------------------|-----------------|--------------------|---------------------|----------------------|--------------------|---------------------------|-------------------|--------------------|----------------------|---------------------|
|                    | TOTAL                            | NORTH           | DNTOWN             | WEST                | SOUTH                | EAST               | < 10                      | 10-19             | 20-29              | 30-39                | 40+                 |
|                    | (A)                              | (B)             | (C)                | (D)                 | (E)                  | (F)                | (G)                       | (H)               | (I)                | (J)                  | (K)                 |
| Base               | 1000<br>100.0%<br>JKBCDEF<br>GHI | 73<br>7.3%<br>B | 109<br>10.9%<br>B  | 274<br>27.4%<br>BCF | 354<br>35.4%<br>BCDF | 190<br>19.0%<br>BC | 217<br>21.7%<br>Jk        | 214<br>21.4%<br>J | 243<br>24.3%<br>JK | 141<br>14.1%<br>J    | 185<br>18.5%<br>J   |
| South Lexington    | 354<br>35.4%<br>J                |                 |                    |                     | 354<br>100.0%<br>A   |                    | 77<br>35.5%<br>J          | 88<br>41.1%<br>Jk | 92<br>37.9%<br>J   | 36<br>25.5%<br>J     | 61<br>33.0%<br>J    |
| 40517              | 138<br>13.8%<br>A                |                 |                    |                     | 138<br>39.0%<br>A    |                    | 29<br>13.4%<br>A          | 39<br>18.2%<br>J  | 33<br>13.6%<br>J   | 14<br>9.9%<br>J      | 23<br>12.4%<br>J    |
| 40515              | 114<br>11.4%<br>Jk               |                 |                    |                     | 114<br>32.2%<br>A    |                    | 29<br>13.4%<br>Jk         | 29<br>13.6%<br>JK | 33<br>13.6%<br>JK  | 9<br>6.4%<br>JK      | 14<br>7.6%<br>JK    |
| 40502              | 102<br>10.2%<br>A                |                 |                    |                     | 102<br>28.8%<br>A    |                    | 19<br>8.8%<br>A           | 20<br>9.3%<br>A   | 26<br>10.7%<br>A   | 13<br>9.2%<br>A      | 24<br>13.0%<br>A    |
| West Lexington     | 274<br>27.4%<br>G                |                 |                    | 274<br>100.0%<br>A  |                      |                    | 42<br>19.4%<br>A          | 52<br>24.3%<br>A  | 63<br>25.9%<br>g   | 58<br>41.1%<br>AGHIk | 59<br>31.9%<br>Gh   |
| 40503              | 109<br>10.9%<br>G                |                 |                    | 109<br>39.8%<br>A   |                      |                    | 12<br>5.5%<br>A           | 20<br>9.3%<br>A   | 21<br>8.6%<br>A    | 23<br>16.3%<br>aGhI  | 33<br>17.8%<br>AGHI |
| 40504              | 94<br>9.4%<br>g                  |                 |                    | 94<br>34.3%<br>A    |                      |                    | 13<br>6.0%<br>A           | 19<br>8.9%<br>A   | 28<br>11.5%<br>G   | 20<br>14.2%<br>Gk    | 14<br>7.6%<br>Gk    |
| 40514              | 42<br>4.2%<br>A                  |                 |                    | 42<br>15.3%<br>A    |                      |                    | 12<br>5.5%<br>A           | 8<br>3.7%<br>A    | 7<br>2.9%<br>A     | 7<br>5.0%<br>A       | 8<br>4.3%<br>A      |
| 40513              | 29<br>2.9%<br>A                  |                 |                    | 29<br>10.6%<br>A    |                      |                    | 5<br>2.3%<br>A            | 5<br>2.3%<br>A    | 7<br>2.9%<br>A     | 8<br>5.7%<br>A       | 4<br>2.2%<br>A      |
| East Lexington     | 190<br>19.0%<br>A                |                 |                    |                     |                      | 190<br>100.0%<br>A | 47<br>21.7%<br>j          | 43<br>20.1%<br>j  | 45<br>18.5%<br>j   | 20<br>14.2%<br>j     | 35<br>18.9%<br>j    |
| 40505              | 102<br>10.2%<br>A                |                 |                    |                     |                      | 102<br>53.7%<br>A  | 17<br>7.8%<br>A           | 18<br>8.4%<br>A   | 27<br>11.1%<br>A   | 13<br>9.2%<br>A      | 27<br>14.6%<br>Gh   |
| 40509              | 79<br>7.9%<br>JK                 |                 |                    |                     |                      | 79<br>41.6%<br>A   | 28<br>12.9%<br>A          | 24<br>11.2%<br>JK | 18<br>7.4%<br>JK   | 5<br>3.5%<br>JK      | 4<br>2.2%<br>JK     |
| 40516              | 9<br>0.9%<br>A                   |                 |                    |                     |                      | 9<br>4.7%<br>A     | 2<br>0.9%<br>A            | 1<br>0.5%<br>A    |                    | 2<br>1.4%<br>A       | 4<br>2.2%<br>A      |
| Downtown Lexington | 109<br>10.9%<br>A                |                 | 109<br>100.0%<br>A |                     |                      |                    | 28<br>12.9%<br>A          | 18<br>8.4%<br>A   | 33<br>13.6%<br>hk  | 15<br>10.6%<br>hk    | 15<br>8.1%<br>hk    |
| 40508              | 97<br>9.7%<br>K                  |                 | 97<br>89.0%<br>A   |                     |                      |                    | 26<br>12.0%<br>hK         | 15<br>7.0%<br>hK  | 32<br>13.2%<br>HK  | 14<br>9.9%<br>HK     | 10<br>5.4%<br>HK    |
| 40507              | 11<br>1.1%<br>A                  |                 | 11<br>10.1%<br>A   |                     |                      |                    | 2<br>0.9%<br>A            | 3<br>1.4%<br>A    | 1<br>0.4%<br>A     | 1<br>0.7%<br>A       | 4<br>2.2%<br>A      |
| 40506              | 1<br>0.1%<br>A                   |                 | 1<br>0.9%<br>A     |                     |                      |                    |                           |                   |                    |                      | 1<br>0.5%<br>A      |

(Continued)

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q18. And finally, what is your home zip code?

|                 | AREA OF LEXINGTON |                   |        |      |       |      | YEARS LIVING IN LEXINGTON |            |            |                 |                 |
|-----------------|-------------------|-------------------|--------|------|-------|------|---------------------------|------------|------------|-----------------|-----------------|
|                 | TOTAL             | NORTH             | DNTOWN | WEST | SOUTH | EAST | < 10                      | 10-19      | 20-29      | 30-39           | 40+             |
|                 | (A)               | (B)               | (C)    | (D)  | (E)   | (F)  | (G)                       | (H)        | (I)        | (J)             | (K)             |
| North Lexington | 73<br>7.3%<br>I   | 73<br>100.0%<br>A |        |      |       |      | 23<br>10.6%<br>hI         | 13<br>6.1% | 10<br>4.1% | 12<br>8.5%      | 15<br>8.1%<br>i |
| 40511           | 69<br>6.9%<br>I   | 69<br>94.5%<br>A  |        |      |       |      | 22<br>10.1%<br>hI         | 12<br>5.6% | 9<br>3.7%  | 12<br>8.5%<br>i | 14<br>7.6%<br>i |
| 40510           | 4<br>0.4%         | 4<br>5.5%<br>a    |        |      |       |      | 1<br>0.5%                 | 1<br>0.5%  | 1<br>0.4%  |                 | 1<br>0.5%       |

Gender by observation

|        | GENDER             |                    |                    | AGE GROUP              |                   |                   |                   |                  |                    | ETHNIC IDENTITY |             |             |             |
|--------|--------------------|--------------------|--------------------|------------------------|-------------------|-------------------|-------------------|------------------|--------------------|-----------------|-------------|-------------|-------------|
|        | TOTAL              | MALE               | FEMALE             | 18-24                  | 25-34             | 35-44             | 45-54             | 55-64            | 65+                | CAUC            | AA          | HISP        | OTHER       |
|        | (A)                | (B)                | (C)                | (D)                    | (E)               | (F)               | (G)               | (H)              | (I)                | (J)             | (K)         | (L)         | (M)         |
| Base   | 1000               | 487                | 513                | 168                    | 194               | 224               | 156               | 134              | 122                | 838             | 127         | 20          | 25          |
| Male   | 487<br>48.7%<br>GI | 487<br>100.0%<br>A |                    | 118<br>70.2%<br>AEFGHI | 92<br>47.4%       | 107<br>47.8%      | 63<br>40.4%       | 60<br>44.8%      | 47<br>38.5%        | 400<br>47.7%    | 65<br>51.2% | 12<br>60.0% | 14<br>56.0% |
| Female | 513<br>51.3%<br>D  |                    | 513<br>100.0%<br>A | 50<br>29.8%            | 102<br>52.6%<br>D | 117<br>52.2%<br>D | 93<br>59.6%<br>AD | 74<br>55.2%<br>D | 75<br>61.5%<br>ADf | 438<br>52.3%    | 62<br>48.8% | 8<br>40.0%  | 11<br>44.0% |

Gender by observation

|        | AREA OF LEXINGTON |             |             |              |              |             | YEARS LIVING IN LEXINGTON |                    |                    |                    |                      |
|--------|-------------------|-------------|-------------|--------------|--------------|-------------|---------------------------|--------------------|--------------------|--------------------|----------------------|
|        | TOTAL             | NORTH       | DNTOWN      | WEST         | SOUTH        | EAST        | < 10                      | 10-19              | 20-29              | 30-39              | 40+                  |
|        | (A)               | (B)         | (C)         | (D)          | (E)          | (F)         | (G)                       | (H)                | (I)                | (J)                | (K)                  |
| Base   | 1000              | 73          | 109         | 274          | 354          | 190         | 217                       | 214                | 243                | 141                | 185                  |
| Male   | 487<br>48.7%<br>K | 35<br>47.9% | 57<br>52.3% | 125<br>45.6% | 177<br>50.0% | 93<br>48.9% | 120<br>55.3%<br>aJK       | 111<br>51.9%<br>jK | 123<br>50.6%<br>jK | 59<br>41.8%        | 74<br>40.0%          |
| Female | 513<br>51.3%<br>g | 38<br>52.1% | 52<br>47.7% | 149<br>54.4% | 177<br>50.0% | 97<br>51.1% | 97<br>44.7%               | 103<br>48.1%       | 120<br>49.4%       | 82<br>58.2%<br>Ghi | 111<br>60.0%<br>AGHI |

Comparison Groups: Banner 1: ABC/ADEFGHI/AJKLM; Banner 2: ABCDEF/AGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q1. How long have you lived in Lexington?

|                   | SURVEY TYPE |              |
|-------------------|-------------|--------------|
|                   | PUBLIC      | GENERAL      |
|                   | -----       | -----        |
| Base              | 20          | 1000         |
| Less than 5 years | 4<br>20.0%  | 96<br>9.6%   |
| 5-9 years         | 2<br>10.0%  | 121<br>12.1% |
| 10-14 years       | 2<br>10.0%  | 97<br>9.7%   |
| 15-19 years       | 2<br>10.0%  | 117<br>11.7% |
| 20-24 years       | 4<br>20.0%  | 159<br>15.9% |
| 25-29 years       | 1<br>5.0%   | 84<br>8.4%   |
| 30-34 years       | 4<br>20.0%  | 76<br>7.6%   |
| 35-39 years       |             | 65<br>6.5%   |
| 40-49 years       | 1<br>5.0%   | 91<br>9.1%   |
| 50 or more years  |             | 94<br>9.4%   |
| Mean years        | 18.18       | 24.05        |
| Median years      | 19.50       | 21.00        |
| Base              | 20          | 1000         |

Q2. When you think about the future of Lexington, for yourself, for the children in the community as they grow up, and for their future children, using a 10 to 1 scale , with 10 being Very Bright and 1 being Not At All Bright, please rate Lexington's future, based on the current vision for our community?

|                   | SURVEY TYPE |              |
|-------------------|-------------|--------------|
|                   | PUBLIC      | GENERAL      |
| Base              | 20          | 1000         |
| Very Bright       |             | 101<br>10.1% |
| 9                 | 2<br>10.0%  | 97<br>9.7%   |
| 8                 | 6<br>30.0%  | 275<br>27.5% |
| 7                 | 4<br>20.0%  | 266<br>26.6% |
| 6                 | 6<br>30.0%  | 101<br>10.1% |
| 5                 |             | 100<br>10.0% |
| 4                 | 1<br>5.0%   | 26<br>2.6%   |
| 3                 | 1<br>5.0%   | 10<br>1.0%   |
| 2                 |             | 11<br>1.1%   |
| Not At All Bright |             | 13<br>1.3%   |
| Mean              | 6.85        | 7.22         |
| Base              | 20          | 1000         |

Note: Very Bright=10; Not At All Bright=1

Q3. What do you like most about living in Lexington?

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
| Base  | 20          | 1000         |
| Size/Location (CUME)  | 8<br>40.0%  | 399<br>39.9% |
| Size/small town feel/small city with large amenities            | 8<br>40.0%  | 275<br>27.5% |
| Easy to get around/convenient/<br>convenient to other cities    | 2<br>10.0%  | 152<br>15.2% |
| Landscape/Climate (CUME)  | 7<br>35.0%  | 224<br>22.4% |
| Countryside/landscape/greenspace/<br>beauty                     | 4<br>20.0%  | 116<br>11.6% |
| Horse industry/horse farms/Keeneland                            | 3<br>15.0%  | 55<br>5.5%   |
| Climate   | 1<br>5.0%   | 45<br>4.5%   |
| Clean/Environmentally friendly                                  | 1<br>5.0%   | 37<br>3.7%   |
| Things To Do (CUME)   | 4<br>20.0%  | 164<br>16.4% |
| Cultural opportunities/activities/<br>Lots of things to do      | 4<br>20.0%  | 76<br>7.6%   |
| Shopping  | 1<br>5.0%   | 27<br>2.7%   |
| Downtown area/downtown nightlife                                |             | 34<br>3.4%   |
| Parks and recreational activities/<br>Parks                     |             | 17<br>1.7%   |
| Churches  |             | 13<br>1.3%   |
| Opportunities for seniors                                       |             | 2<br>0.2%    |
| Sporting events   |             | 11<br>1.1%   |
| People (CUME)   | 3<br>15.0%  | 239<br>23.9% |
| Diversity   | 2<br>10.0%  | 20<br>2.0%   |
| Friendly people/good community                                  | 1<br>5.0%   | 145<br>14.5% |
| Family or friends are located here/<br>near here/I grew up here |             | 81<br>8.1%   |
| Family-Friendly (CUME)  | 3<br>15.0%  | 225<br>22.5% |
| Low crime/Feel safe   | 1<br>5.0%   | 69<br>6.9%   |
| Higher education institutions/Good schools                      | 1<br>5.0%   | 82<br>8.2%   |
| Good place to raise a family                                    | 1<br>5.0%   | 34<br>3.4%   |
| The neighborhoods/homes/architecture                            |             | 37<br>3.7%   |
| Laid back/quiet/peaceful  |             | 26<br>2.6%   |

(Continued)

Q3. What do you like most about living in Lexington?

|                            | SURVEY TYPE |         |
|----------------------------|-------------|---------|
|                            | PUBLIC      | GENERAL |
|                            | =====       | =====   |
|                            | -----       | -----   |
| Jobs/Cost of Living (CUME) | 1           | 37      |
|                            | 5.0%        | 3.7%    |
| Cost of living             | 1           | 16      |
|                            | 5.0%        | 1.6%    |
| Employment/Jobs            |             | 21      |
|                            |             | 2.1%    |
| Other                      | 3           | 78      |
|                            | 15.0%       | 7.8%    |
| Nothing/Not much           |             | 11      |
|                            |             | 1.1%    |
| Don't know                 |             | 6       |
|                            |             | 0.6%    |
| No response                | 1           |         |
|                            | 5.0%        |         |

Note: Totals may add to more than 100% due to multiple responses



Q4. What about Lexington, if anything, makes you think about living somewhere else?

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| Base   | 20          | 1000         |
| Jobs/Cost of Living (CUME)                                     | 5<br>25.0%  | 135<br>13.5% |
| Lack of economic opportunities                                 | 3<br>15.0%  | 59<br>5.9%   |
| High taxes   | 1<br>5.0%   | 48<br>4.8%   |
| Cost of living is too high                                     | 1<br>5.0%   | 31<br>3.1%   |
| High gas prices  |             | 6<br>0.6%    |
| People (CUME)  | 2<br>10.0%  | 65<br>6.5%   |
| Too conservative/Lack of diversity                             | 1<br>5.0%   | 18<br>1.8%   |
| The people   | 1<br>5.0%   | 24<br>2.4%   |
| Immigrants/Illegal immigrants                                  |             | 14<br>1.4%   |
| Population increase/Too many people                            |             | 9<br>0.9%    |
| Traffic congestion/Poor traffic flow/<br>roadways              | 2<br>10.0%  | 173<br>17.3% |
| Urban sprawl/Poorly planned development                        | 2<br>10.0%  | 105<br>10.5% |
| Lack of cultural activities/nightlife/<br>shopping downtown    | 2<br>10.0%  | 111<br>11.1% |
| School systems   | 2<br>10.0%  | 22<br>2.2%   |
| City Government (CUME)   | 1<br>5.0%   | 57<br>5.7%   |
| Sewer system issues  | 1<br>5.0%   | 10<br>1.0%   |
| Poor job by government/elected<br>officials/Poor city planning |             | 44<br>4.4%   |
| Complaints about public<br>transportation                      |             | 6<br>0.6%    |
| Nothing/Don't want to live anywhere<br>else                    | 1<br>5.0%   | 271<br>27.1% |
| Increase in crime/Police protection                            |             | 38<br>3.8%   |
| The size of the city   |             | 21<br>2.1%   |
| The climate  |             | 39<br>3.9%   |
| Other  | 8<br>40.0%  | 113<br>11.3% |
| Don't know   |             | 8<br>0.8%    |
| No response  | 1<br>5.0%   |              |

Note: Totals may add to more than 100% due to multiple responses

Q5. Thinking ahead to 2040, what three words would you like people to use to describe Lexington then?

|                                      | SURVEY TYPE |              |
|--------------------------------------|-------------|--------------|
|                                      | PUBLIC      | GENERAL      |
|                                      | -----       | -----        |
| Base                                 | 20          | 1000         |
| Earth-friendly                       | 9<br>45.0%  | 407<br>40.7% |
| Peaceful/embracing community         | 8<br>40.0%  | 604<br>60.4% |
| A dynamic and thriving community     | 8<br>40.0%  | 224<br>22.4% |
| An enriching community               | 7<br>35.0%  | 180<br>18.0% |
| Innovative community                 | 5<br>25.0%  | 279<br>27.9% |
| Successful                           | 3<br>15.0%  | 109<br>10.9% |
| Aesthetically pleasing place to live | 2<br>10.0%  | 254<br>25.4% |
| Great place to live (general)        | 1<br>5.0%   | 87<br>8.7%   |
| Affordable place to live             |             | 75<br>7.5%   |
| Authentic                            |             | 45<br>4.5%   |
| Small-town feel                      |             | 53<br>5.3%   |
| Healthy                              |             | 17<br>1.7%   |
| Other                                | 5<br>25.0%  | 131<br>13.1% |
| Don't know/None                      |             | 30<br>3.0%   |
| No response                          | 1<br>5.0%   |              |

Note: Totals may add to more than 100% due to multiple responses

# Aspects of Community Life (ACLs) Summary

|                     | SURVEY TYPE |         |
|---------------------|-------------|---------|
|                     | PUBLIC      | GENERAL |
| Base                | 20          | 1000    |
| Human Needs         | 8.12        | 8.56    |
| Base                | 20          | 1000    |
| Physical Growth     | 7.97        | 8.00    |
| Base                | 20          | 999     |
| Economic Expansion  | 7.90        | 8.08    |
| Base                | 20          | 998     |
| Cultural Creativity | 7.88        | 7.72    |
| Base                | 20          | 998     |

Note: Very Important=10; Not At All Important=1

Q6. In the next set of questions I am going to ask you to rate some items according to how important you feel it is to commit resources to that item, in order to make your hopes for Lexington in 2040 a reality. The scale runs from 10 to 1, with 10 being "Very Important" and 1 being "Not At All Important". The first set of items has to do with some of the community's basic human needs.

|  | SURVEY TYPE |         |
|--|-------------|---------|
|  | PUBLIC      | GENERAL |
| Base   | 20          | 1000    |
| SUMMARY OF MEANS                               |             |         |
| High quality public education for all students | 9.15        | 9.23    |
| Base   | 20          | 1000    |
| Protection of natural resources                | 8.90        | 8.65    |
| Base   | 20          | 989     |
| Citizen safety and welfare                     | 8.55        | 9.12    |
| Base   | 20          | 999     |
| Adequate, safe, affordable housing             | 8.20        | 8.42    |
| Base   | 20          | 998     |
| Affordable health care                         | 8.20        | 8.47    |
| Base   | 20          | 993     |
| Adequate nutrition for all                     | 7.00        | 8.35    |
| Base   | 20          | 995     |
| Access to affordable childcare for all parents | 6.85        | 8.05    |
| Base   | 20          | 982     |

Note: Very Important=10; Not At All Important=1

Q6. In the next set of questions I am going to ask you to rate some items according to how important you feel it is to commit resources to that item, in order to make your hopes for Lexington in 2040 a reality. The scale runs from 10 to 1, with 10 being "Very Important" and 1 being "Not At All Important". The first set of items has to do with some of the community's basic human needs.

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| -----  |             |              |
| Base   | 20          | 1000         |
| High quality public education for all students |             |              |
| Very Important                                 | 9<br>45.0%  | 659<br>65.9% |
| 9  | 7<br>35.0%  | 156<br>15.6% |
| 8  | 2<br>10.0%  | 90<br>9.0%   |
| 7  | 2<br>10.0%  | 40<br>4.0%   |
| 6  |             | 14<br>1.4%   |
| 5  |             | 17<br>1.7%   |
| 4  |             | 11<br>1.1%   |
| 3  |             | 5<br>0.5%    |
| 2  |             | 2<br>0.2%    |
| Not At All Important                           |             | 6<br>0.6%    |
| Mean   | 9.15        | 9.23         |
| Base   | 20          | 1000         |
| Citizen safety and welfare                     |             |              |
| Very Important                                 | 7<br>35.0%  | 573<br>57.3% |
| 9  | 5<br>25.0%  | 185<br>18.5% |
| 8  | 3<br>15.0%  | 136<br>13.6% |
| 7  | 4<br>20.0%  | 49<br>4.9%   |
| 6  |             | 25<br>2.5%   |
| 5  |             | 20<br>2.0%   |
| 4  | 1<br>5.0%   | 5<br>0.5%    |
| 3  |             | 3<br>0.3%    |
| Not At All Important                           |             | 3<br>0.3%    |
| Don't know                                     |             | 1<br>0.1%    |
| Mean   | 8.55        | 9.12         |
| Base   | 20          | 999          |

Note: Very Important=10; Not At All Important=1

Q6. In the next set of questions I am going to ask you to rate some items according to how important you feel it is to commit resources to that item, in order to make your hopes for Lexington in 2040 a reality. The scale runs from 10 to 1, with 10 being "Very Important" and 1 being "Not At All Important". The first set of items has to do with some of the community's basic human needs.

|                                 | SURVEY TYPE |              |
|---------------------------------|-------------|--------------|
|                                 | PUBLIC      | GENERAL      |
| -----                           |             |              |
| Protection of natural resources |             |              |
| Very Important                  | 11<br>55.0% | 467<br>46.7% |
| 9                               | 5<br>25.0%  | 155<br>15.5% |
| 8                               | 1<br>5.0%   | 176<br>17.6% |
| 7                               | 1<br>5.0%   | 74<br>7.4%   |
| 6                               | 1<br>5.0%   | 43<br>4.3%   |
| 5                               |             | 43<br>4.3%   |
| 4                               |             | 13<br>1.3%   |
| 3                               |             | 6<br>0.6%    |
| 2                               | 1<br>5.0%   | 8<br>0.8%    |
| Not At All Important            |             | 4<br>0.4%    |
| Don't know                      |             | 11<br>1.1%   |
| Mean                            | 8.90        | 8.65         |
| Base                            | 20          | 989          |

|                        |            |              |
|------------------------|------------|--------------|
| Affordable health care |            |              |
| Very Important         | 7<br>35.0% | 490<br>49.0% |
| 9                      | 6<br>30.0% | 136<br>13.6% |
| 8                      | 1<br>5.0%  | 135<br>13.5% |
| 7                      | 2<br>10.0% | 81<br>8.1%   |
| 6                      | 2<br>10.0% | 42<br>4.2%   |
| 5                      | 1<br>5.0%  | 46<br>4.6%   |
| 4                      |            | 21<br>2.1%   |
| 3                      |            | 12<br>1.2%   |
| 2                      |            | 12<br>1.2%   |
| Not At All Important   | 1<br>5.0%  | 18<br>1.8%   |
| Don't know             |            | 7<br>0.7%    |
| Mean                   | 8.20       | 8.47         |
| Base                   | 20         | 993          |

Note: Very Important=10; Not At All Important=1

Q6. In the next set of questions I am going to ask you to rate some items according to how important you feel it is to commit resources to that item, in order to make your hopes for Lexington in 2040 a reality. The scale runs from 10 to 1, with 10 being "Very Important" and 1 being "Not At All Important". The first set of items has to do with some of the community's basic human needs.

|                                    | SURVEY TYPE |              |
|------------------------------------|-------------|--------------|
|                                    | PUBLIC      | GENERAL      |
| -----                              |             |              |
| Adequate, safe, affordable housing |             |              |
| Very Important                     | 5<br>25.0%  | 413<br>41.3% |
| 9                                  | 3<br>15.0%  | 161<br>16.1% |
| 8                                  | 7<br>35.0%  | 199<br>19.9% |
| 7                                  | 3<br>15.0%  | 85<br>8.5%   |
| 6                                  | 1<br>5.0%   | 43<br>4.3%   |
| 5                                  |             | 54<br>5.4%   |
| 4                                  | 1<br>5.0%   | 12<br>1.2%   |
| 3                                  |             | 14<br>1.4%   |
| 2                                  |             | 7<br>0.7%    |
| Not At All Important               |             | 10<br>1.0%   |
| Don't know                         |             | 2<br>0.2%    |
| Mean                               | 8.20        | 8.42         |
| Base                               | 20          | 998          |

|                            |            |              |
|----------------------------|------------|--------------|
| Adequate nutrition for all |            |              |
| Very Important             | 5<br>25.0% | 421<br>42.1% |
| 9                          | 3<br>15.0% | 153<br>15.3% |
| 8                          | 2<br>10.0% | 164<br>16.4% |
| 7                          | 3<br>15.0% | 102<br>10.2% |
| 6                          | 1<br>5.0%  | 51<br>5.1%   |
| 5                          |            | 54<br>5.4%   |
| 4                          | 4<br>20.0% | 10<br>1.0%   |
| 3                          | 1<br>5.0%  | 16<br>1.6%   |
| 2                          |            | 9<br>0.9%    |
| Not At All Important       | 1<br>5.0%  | 15<br>1.5%   |
| Don't know                 |            | 5<br>0.5%    |
| Mean                       | 7.00       | 8.35         |
| Base                       | 20         | 995          |

Note: Very Important=10; Not At All Important=1

Q6. In the next set of questions I am going to ask you to rate some items according to how important you feel it is to commit resources to that item, in order to make your hopes for Lexington in 2040 a reality. The scale runs from 10 to 1, with 10 being "Very Important" and 1 being "Not At All Important". The first set of items has to do with some of the community's basic human needs.

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| -----  |             |              |
| Access to affordable childcare for all parents |             |              |
| Very Important                                 | 4<br>20.0%  | 349<br>34.9% |
| 9  | 4<br>20.0%  | 133<br>13.3% |
| 8  | 1<br>5.0%   | 179<br>17.9% |
| 7  | 4<br>20.0%  | 132<br>13.2% |
| 6  | 2<br>10.0%  | 61<br>6.1%   |
| 5  |             | 70<br>7.0%   |
| 4  | 2<br>10.0%  | 21<br>2.1%   |
| 3  | 1<br>5.0%   | 10<br>1.0%   |
| 2  |             | 9<br>0.9%    |
| Not At All Important                           | 2<br>10.0%  | 18<br>1.8%   |
| Don't know                                     |             | 18<br>1.8%   |
| Mean   | 6.85        | 8.05         |
| Base   | 20          | 982          |

Note: Very Important=10; Not At All Important=1

Q6H. Of all of the items just rated, which one stands out as being most important?

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| -----  |             |              |
| Base   | 20          | 1000         |
| High quality public education for all students | 8<br>40.0%  | 409<br>40.9% |
| Citizen safety and welfare                     | 6<br>30.0%  | 159<br>15.9% |
| Protection of natural resources                | 3<br>15.0%  | 89<br>8.9%   |
| Adequate, safe, affordable housing             | 2<br>10.0%  | 122<br>12.2% |
| Affordable health care                         | 1<br>5.0%   | 136<br>13.6% |
| Access to affordable childcare for all parents |             | 29<br>2.9%   |
| Adequate nutrition for all                     |             | 38<br>3.8%   |
| None   |             | 18<br>1.8%   |

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | SURVEY TYPE |         |
|---|-------------|---------|
|   | PUBLIC      | GENERAL |
|   | -----       | -----   |
| Base  | 20          | 1000    |
| SUMMARY OF MEANS  |             |         |
| A vibrant downtown  | 8.90        | 8.38    |
| Base  | 20          | 997     |
| Performing arts facilities and public art   | 8.10        | 7.67    |
| Base  | 20          | 992     |
| Attracting visitors and encouraging tourism   | 7.90        | 7.71    |
| Base  | 20          | 992     |
| A district in the community where a variety of arts and entertainment facilities would be located | 7.70        | 7.66    |
| Base  | 20          | 989     |
| A greater diversity of cultural events that will appeal to many types of different people         | 7.40        | 7.72    |
| Base  | 20          | 991     |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand                  | 7.30        | 7.48    |
| Base  | 20          | 987     |

Note: Very Important=10; Not At All Important=1



Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|                      | SURVEY TYPE |              |
|----------------------|-------------|--------------|
|                      | PUBLIC      | GENERAL      |
| Base                 | 20          | 1000         |
| A vibrant downtown   |             |              |
| Very Important       | 7<br>35.0%  | 413<br>41.3% |
| 9                    | 6<br>30.0%  | 176<br>17.6% |
| 8                    | 5<br>25.0%  | 163<br>16.3% |
| 7                    | 2<br>10.0%  | 107<br>10.7% |
| 6                    |             | 40<br>4.0%   |
| 5                    |             | 40<br>4.0%   |
| 4                    |             | 18<br>1.8%   |
| 3                    |             | 10<br>1.0%   |
| 2                    |             | 15<br>1.5%   |
| Not At All Important |             | 15<br>1.5%   |
| Don't know           |             | 3<br>0.3%    |
| Mean                 | 8.90        | 8.38         |
| Base                 | 20          | 997          |

Note: Very Important=10; Not At All Important=1

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

SURVEY TYPE  
=====

|  | PUBLIC | GENERAL |
|--|--------|---------|
|--|--------|---------|

-----

A greater diversity of cultural events  
that will appeal to many types of  
different people

|                      |            |              |
|----------------------|------------|--------------|
| Very Important       | 3<br>15.0% | 251<br>25.1% |
| 9                    | 3<br>15.0% | 157<br>15.7% |
| 8                    | 4<br>20.0% | 220<br>22.0% |
| 7                    | 5<br>25.0% | 132<br>13.2% |
| 6                    | 1<br>5.0%  | 67<br>6.7%   |
| 5                    | 2<br>10.0% | 83<br>8.3%   |
| 4                    | 2<br>10.0% | 35<br>3.5%   |
| 3                    |            | 11<br>1.1%   |
| 2                    |            | 14<br>1.4%   |
| Not At All Important |            | 21<br>2.1%   |
| Don't know           |            | 9<br>0.9%    |
| Mean                 | 7.40       | 7.72         |
| Base                 | 20         | 991          |

Note: Very Important=10; Not At All Important=1

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
| =====                                       |             |              |
| -----                                       |             |              |
| Attracting visitors and encouraging tourism |             |              |
| Very Important                              | 2<br>10.0%  | 218<br>21.8% |
| 9   | 5<br>25.0%  | 134<br>13.4% |
| 8   | 5<br>25.0%  | 263<br>26.3% |
| 7   | 6<br>30.0%  | 176<br>17.6% |
| 6   | 1<br>5.0%   | 63<br>6.3%   |
| 5   | 1<br>5.0%   | 85<br>8.5%   |
| 4   |             | 14<br>1.4%   |
| 3   |             | 9<br>0.9%    |
| 2   |             | 10<br>1.0%   |
| Not At All Important                        |             | 20<br>2.0%   |
| Don't know                                  |             | 8<br>0.8%    |
| Mean  | 7.90        | 7.71         |
| Base  | 20          | 992          |

Note: Very Important=10; Not At All Important=1

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
| =====                                     |             |              |
| -----                                     |             |              |
| Performing arts facilities and public art |             |              |
| Very Important                            | 1<br>5.0%   | 203<br>20.3% |
| 9   | 6<br>30.0%  | 146<br>14.6% |
| 8   | 8<br>40.0%  | 266<br>26.6% |
| 7   | 4<br>20.0%  | 164<br>16.4% |
| 6   | 1<br>5.0%   | 69<br>6.9%   |
| 5   |             | 82<br>8.2%   |
| 4   |             | 23<br>2.3%   |
| 3   |             | 14<br>1.4%   |
| 2   |             | 9<br>0.9%    |
| Not At All Important                      |             | 16<br>1.6%   |
| Don't know                                |             | 8<br>0.8%    |
| Mean                                      | 8.10        | 7.67         |
| Base                                      | 20          | 992          |

Note: Very Important=10; Not At All Important=1

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

| SURVEY TYPE |         |
|-------------|---------|
| =====       |         |
| PUBLIC      | GENERAL |
| -----       | -----   |

A district in the community where a variety of arts and entertainment facilities would be located

|                      |            |              |
|----------------------|------------|--------------|
| Very Important       | 4<br>20.0% | 212<br>21.2% |
| 9                    | 2<br>10.0% | 161<br>16.1% |
| 8                    | 2<br>10.0% | 244<br>24.4% |
| 7                    | 8<br>40.0% | 136<br>13.6% |
| 6                    | 4<br>20.0% | 81<br>8.1%   |
| 5                    |            | 80<br>8.0%   |
| 4                    |            | 33<br>3.3%   |
| 3                    |            | 19<br>1.9%   |
| 2                    |            | 9<br>0.9%    |
| Not At All Important |            | 14<br>1.4%   |
| Don't know           |            | 11<br>1.1%   |
| Mean                 | 7.70       | 7.66         |
| Base                 | 20         | 989          |

Note: Very Important=10; Not At All Important=1

Q7. Using the same 10 to 1 scale please rate how important it is for our community to invest resources in the following items relating to the cultural life of the community:

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| -----  |             |              |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand |             |              |
| Very Important   | 4<br>20.0%  | 223<br>22.3% |
| 9  | 2<br>10.0%  | 150<br>15.0% |
| 8  | 5<br>25.0%  | 208<br>20.8% |
| 7  | 2<br>10.0%  | 135<br>13.5% |
| 6  | 2<br>10.0%  | 89<br>8.9%   |
| 5  | 3<br>15.0%  | 71<br>7.1%   |
| 4  | 1<br>5.0%   | 38<br>3.8%   |
| 3  | 1<br>5.0%   | 25<br>2.5%   |
| 2  |             | 26<br>2.6%   |
| Not At All Important   |             | 22<br>2.2%   |
| Don't know   |             | 13<br>1.3%   |
| Mean   | 7.30        | 7.48         |
| Base   | 20          | 987          |

Note: Very Important=10; Not At All Important=1

Q7G. Of all of the items just rated, which one stands out as being most important?

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
| Base  | 20          | 1000         |
| A vibrant downtown  | 10<br>50.0% | 389<br>38.9% |
| Attracting visitors and encouraging tourism   | 5<br>25.0%  | 111<br>11.1% |
| A district in the community where a variety of arts and entertainment facilities would be located | 2<br>10.0%  | 89<br>8.9%   |
| A greater diversity of cultural events that will appeal to many types of different people         | 2<br>10.0%  | 156<br>15.6% |
| Performing arts facilities and public art   | 1<br>5.0%   | 109<br>10.9% |
| Regional or national promotion of Lexington's "Horse Capital of the World" brand                  |             | 126<br>12.6% |
| None  |             | 20<br>2.0%   |

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | SURVEY TYPE |         |
|---|-------------|---------|
|   | PUBLIC      | GENERAL |
| Base  | 20          | 1000    |
| SUMMARY OF MEANS  |             |         |
| More high wage/high skill jobs  | 8.75        | 8.52    |
| Base  | 20          | 994     |
| Working more with universities to generate economic development                             | 8.65        | 8.38    |
| Base  | 20          | 988     |
| Start-up business opportunities for emerging entrepreneurs                                  | 8.45        | 8.16    |
| Base  | 20          | 991     |
| Efforts designed to support and grow Fayette County's agricultural industry                 | 7.55        | 7.99    |
| Base  | 20          | 989     |
| Continued learning opportunities for adults to engage in lifelong learning                  | 7.50        | 8.25    |
| Base  | 20          | 994     |
| Establishing stronger working relationships with adjacent cities for regional cooperation   | 7.50        | 7.90    |
| Base  | 20          | 988     |
| Incentives for the business community to partner with government or sponsor public projects | 6.90        | 7.76    |
| Base  | 20          | 990     |

Note: Very Important=10; Not At All Important=1

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|                                | SURVEY TYPE |              |
|--------------------------------|-------------|--------------|
|                                | PUBLIC      | GENERAL      |
| Base                           | 20          | 1000         |
| More high wage/high skill jobs |             |              |
| Very Important                 | 4<br>20.0%  | 356<br>35.6% |
| 9                              | 8<br>40.0%  | 206<br>20.6% |
| 8                              | 7<br>35.0%  | 239<br>23.9% |
| 7                              | 1<br>5.0%   | 95<br>9.5%   |
| 6                              |             | 41<br>4.1%   |
| 5                              |             | 35<br>3.5%   |
| 4                              |             | 9<br>0.9%    |
| 3                              |             | 3<br>0.3%    |
| 2                              |             | 2<br>0.2%    |
| Not At All Important           |             | 8<br>0.8%    |
| Don't know                     |             | 6<br>0.6%    |
| Mean                           | 8.75        | 8.52         |
| Base                           | 20          | 994          |

Note: Very Important=10; Not At All Important=1



Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
| =====   |             |              |
| -----   |             |              |
| Working more with universities to generate economic development |             |              |
| Very Important  | 8<br>40.0%  | 318<br>31.8% |
| 9   | 6<br>30.0%  | 222<br>22.2% |
| 8   | 2<br>10.0%  | 212<br>21.2% |
| 7   | 1<br>5.0%   | 122<br>12.2% |
| 6   | 1<br>5.0%   | 50<br>5.0%   |
| 5   | 2<br>10.0%  | 35<br>3.5%   |
| 4   |             | 9<br>0.9%    |
| 3   |             | 5<br>0.5%    |
| 2   |             | 6<br>0.6%    |
| Not At All Important  |             | 9<br>0.9%    |
| Don't know  |             | 12<br>1.2%   |
| Mean  | 8.65        | 8.38         |
| Base  | 20          | 988          |

Note: Very Important=10; Not At All Important=1

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| Continued learning opportunities for adults to engage in lifelong learning |             |              |
| Very Important   | 2<br>10.0%  | 303<br>30.3% |
| 9  | 4<br>20.0%  | 179<br>17.9% |
| 8  | 6<br>30.0%  | 238<br>23.8% |
| 7  | 4<br>20.0%  | 147<br>14.7% |
| 6  | 2<br>10.0%  | 50<br>5.0%   |
| 5  | 1<br>5.0%   | 46<br>4.6%   |
| 4  |             | 17<br>1.7%   |
| 3  |             | 4<br>0.4%    |
| 2  |             | 5<br>0.5%    |
| Not At All Important   | 1<br>5.0%   | 5<br>0.5%    |
| Don't know   |             | 6<br>0.6%    |
| Mean   | 7.50        | 8.25         |
| Base   | 20          | 994          |

Note: Very Important=10; Not At All Important=1

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| =====  |             |              |
| -----  |             |              |
| Start-up business opportunities for emerging entrepreneurs |             |              |
| Very Important   | 4<br>20.0%  | 262<br>26.2% |
| 9  | 7<br>35.0%  | 177<br>17.7% |
| 8  | 4<br>20.0%  | 254<br>25.4% |
| 7  | 4<br>20.0%  | 166<br>16.6% |
| 6  | 1<br>5.0%   | 66<br>6.6%   |
| 5  |             | 40<br>4.0%   |
| 4  |             | 15<br>1.5%   |
| 3  |             | 3<br>0.3%    |
| 2  |             | 3<br>0.3%    |
| Not At All Important                                       |             | 5<br>0.5%    |
| Don't know   |             | 9<br>0.9%    |
| Mean   | 8.45        | 8.16         |
| Base   | 20          | 991          |

Note: Very Important=10; Not At All Important=1

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
| =====   |             |              |
| -----   |             |              |
| Efforts designed to support and grow Fayette County's agricultural industry |             |              |
| Very Important  | 2<br>10.0%  | 240<br>24.0% |
| 9   | 3<br>15.0%  | 186<br>18.6% |
| 8   | 8<br>40.0%  | 247<br>24.7% |
| 7   | 3<br>15.0%  | 148<br>14.8% |
| 6   | 2<br>10.0%  | 77<br>7.7%   |
| 5   |             | 46<br>4.6%   |
| 4   | 1<br>5.0%   | 18<br>1.8%   |
| 3   | 1<br>5.0%   | 7<br>0.7%    |
| 2   |             | 11<br>1.1%   |
| Not At All Important  |             | 9<br>0.9%    |
| Don't know  |             | 11<br>1.1%   |
| Mean  | 7.55        | 7.99         |
| Base  | 20          | 989          |

Note: Very Important=10; Not At All Important=1

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
| Establishing stronger working relationships with adjacent cities for regional cooperation |             |              |
| Very Important  | 2<br>10.0%  | 220<br>22.0% |
| 9   | 3<br>15.0%  | 182<br>18.2% |
| 8   | 5<br>25.0%  | 242<br>24.2% |
| 7   | 6<br>30.0%  | 151<br>15.1% |
| 6   | 3<br>15.0%  | 85<br>8.5%   |
| 5   |             | 67<br>6.7%   |
| 4   |             | 20<br>2.0%   |
| 3   | 1<br>5.0%   | 11<br>1.1%   |
| 2   |             | 7<br>0.7%    |
| Not At All Important  |             | 3<br>0.3%    |
| Don't know  |             | 12<br>1.2%   |
| Mean  | 7.50        | 7.90         |
| Base  | 20          | 988          |

Note: Very Important=10; Not At All Important=1

Q8. When you think about Lexington's economy, using the same 10 to 1 scale we have been using, please tell me how important it is for our community to invest resources in the following items:

SURVEY TYPE  
=====

| PUBLIC | GENERAL |
|--------|---------|
|--------|---------|

-----

Incentives for the business community  
to partner with government or sponsor  
public projects

|                      |            |              |
|----------------------|------------|--------------|
| Very Important       | 2<br>10.0% | 211<br>21.1% |
| 9                    | 4<br>20.0% | 164<br>16.4% |
| 8                    | 3<br>15.0% | 254<br>25.4% |
| 7                    | 4<br>20.0% | 156<br>15.6% |
| 6                    | 3<br>15.0% | 91<br>9.1%   |
| 5                    | 1<br>5.0%  | 56<br>5.6%   |
| 4                    | 1<br>5.0%  | 19<br>1.9%   |
| 3                    |            | 12<br>1.2%   |
| 2                    | 1<br>5.0%  | 9<br>0.9%    |
| Not At All Important | 1<br>5.0%  | 18<br>1.8%   |
| Don't know           |            | 10<br>1.0%   |
| Mean                 | 6.90       | 7.76         |
| Base                 | 20         | 990          |

Note: Very Important=10; Not At All Important=1

Q8H. Of all of the items just rated, which one stands out as being most important?

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
|   | -----       | -----        |
| Base  | 20          | 1000         |
| More high wage/high skill jobs  | 6<br>30.0%  | 267<br>26.7% |
| Working more with universities to generate economic development                             | 5<br>25.0%  | 215<br>21.5% |
| Start-up business opportunities for emerging entrepreneurs                                  | 3<br>15.0%  | 124<br>12.4% |
| Efforts designed to support and grow Fayette County's agricultural industry                 | 2<br>10.0%  | 111<br>11.1% |
| Incentives for the business community to partner with government or sponsor public projects | 2<br>10.0%  | 58<br>5.8%   |
| Continued learning opportunities for adults to engage in lifelong learning                  | 1<br>5.0%   | 137<br>13.7% |
| Establishing stronger working relationships with adjacent cities for regional cooperation   |             | 72<br>7.2%   |
| None  |             | 16<br>1.6%   |
| No response   | 1<br>5.0%   |              |

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | SURVEY TYPE |         |
|--|-------------|---------|
|  | PUBLIC      | GENERAL |
|  | -----       | -----   |
| Base   | 20          | 1000    |
| SUMMARY OF MEANS   |             |         |
| Bike paths and trails, and pedestrian-friendly sidewalks                           | 8.75        | 8.09    |
| Base   | 20          | 998     |
| New and efficient public transportation alternatives                               | 8.68        | 8.26    |
| Base   | 19          | 994     |
| Open greenspace for all neighborhoods  | 8.20        | 8.65    |
| Base   | 20          | 996     |
| Construction of buildings and infrastructure that is more environmentally friendly | 8.15        | 8.39    |
| Base   | 20          | 993     |
| Programs designed to preserve Fayette County's rural landscape                     | 7.68        | 8.55    |
| Base   | 19          | 994     |
| More multiple-unit, multi-level housing such as apartments and condominiums        | 7.15        | 6.27    |
| Base   | 20          | 993     |

Note: Very Important=10; Not At All Important=1

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|                                       | SURVEY TYPE |              |
|---------------------------------------|-------------|--------------|
|                                       | PUBLIC      | GENERAL      |
| Base                                  | 20          | 1000         |
| Open greenspace for all neighborhoods |             |              |
| Very Important                        | 8<br>40.0%  | 435<br>43.5% |
| 9                                     | 2<br>10.0%  | 181<br>18.1% |
| 8                                     | 3<br>15.0%  | 187<br>18.7% |
| 7                                     | 5<br>25.0%  | 89<br>8.9%   |
| 6                                     |             | 49<br>4.9%   |
| 5                                     | 1<br>5.0%   | 33<br>3.3%   |
| 4                                     |             | 8<br>0.8%    |
| 3                                     |             | 4<br>0.4%    |
| 2                                     | 1<br>5.0%   | 3<br>0.3%    |
| Not At All Important                  |             | 7<br>0.7%    |
| Don't know                            |             | 4<br>0.4%    |
| Mean                                  | 8.20        | 8.65         |
| Base                                  | 20          | 996          |

Note: Very Important=10; Not At All Important=1



Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| =====  |             |              |
| -----  |             |              |
| Programs designed to preserve Fayette County's rural landscape |             |              |
| Very Important   | 5<br>25.0%  | 424<br>42.4% |
| 9  | 5<br>25.0%  | 176<br>17.6% |
| 8  | 2<br>10.0%  | 189<br>18.9% |
| 7  | 4<br>20.0%  | 81<br>8.1%   |
| 6  |             | 48<br>4.8%   |
| 5  |             | 39<br>3.9%   |
| 4  |             | 18<br>1.8%   |
| 3  | 1<br>5.0%   | 6<br>0.6%    |
| 2  | 2<br>10.0%  | 5<br>0.5%    |
| Not At All Important   |             | 8<br>0.8%    |
| Don't know   |             | 6<br>0.6%    |
| No response  | 1<br>5.0%   |              |
| Mean   | 7.68        | 8.55         |
| Base   | 19          | 994          |

Note: Very Important=10; Not At All Important=1

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| =====  |             |              |
| -----  |             |              |
| Construction of buildings and infrastructure that is more environmentally friendly |             |              |
| Very Important   | 7<br>35.0%  | 367<br>36.7% |
| 9  | 4<br>20.0%  | 185<br>18.5% |
| 8  | 3<br>15.0%  | 200<br>20.0% |
| 7  | 3<br>15.0%  | 112<br>11.2% |
| 6  | 1<br>5.0%   | 56<br>5.6%   |
| 5  | 1<br>5.0%   | 34<br>3.4%   |
| 4  |             | 15<br>1.5%   |
| 3  |             | 10<br>1.0%   |
| 2  |             | 6<br>0.6%    |
| Not At All Important   | 1<br>5.0%   | 8<br>0.8%    |
| Don't know   |             | 7<br>0.7%    |
| Mean   | 8.15        | 8.39         |
| Base   | 20          | 993          |

Note: Very Important=10; Not At All Important=1

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| New and efficient public transportation alternatives |             |              |
| Very Important                                       | 8<br>40.0%  | 399<br>39.9% |
| 9  | 6<br>30.0%  | 179<br>17.9% |
| 8  | 2<br>10.0%  | 162<br>16.2% |
| 7  | 1<br>5.0%   | 88<br>8.8%   |
| 6  |             | 47<br>4.7%   |
| 5  | 1<br>5.0%   | 51<br>5.1%   |
| 4  |             | 18<br>1.8%   |
| 3  | 1<br>5.0%   | 16<br>1.6%   |
| 2  |             | 11<br>1.1%   |
| Not At All Important                                 |             | 23<br>2.3%   |
| Don't know   |             | 6<br>0.6%    |
| No response  | 1<br>5.0%   |              |
| Mean   | 8.68        | 8.26         |
| Base   | 19          | 994          |

Note: Very Important=10; Not At All Important=1

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| =====  |             |              |
| -----  |             |              |
| Bike paths and trails, and pedestrian-friendly sidewalks |             |              |
| Very Important   | 10<br>50.0% | 320<br>32.0% |
| 9  | 4<br>20.0%  | 172<br>17.2% |
| 8  | 1<br>5.0%   | 208<br>20.8% |
| 7  | 2<br>10.0%  | 133<br>13.3% |
| 6  | 2<br>10.0%  | 57<br>5.7%   |
| 5  | 1<br>5.0%   | 56<br>5.6%   |
| 4  |             | 11<br>1.1%   |
| 3  |             | 9<br>0.9%    |
| 2  |             | 9<br>0.9%    |
| Not At All Important                                     |             | 23<br>2.3%   |
| Don't know   |             | 2<br>0.2%    |
| Mean   | 8.75        | 8.09         |
| Base   | 20          | 998          |

Note: Very Important=10; Not At All Important=1

Q9. And as the community grows in population and its need for public facilities and infrastructure, how important is it to invest resources in the following items using the same 10 to 1 scale:

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| More multiple-unit, multi-level housing<br>such as apartments and condominiums |             |              |
| Very Important   | 2<br>10.0%  | 121<br>12.1% |
| 9  | 4<br>20.0%  | 70<br>7.0%   |
| 8  | 5<br>25.0%  | 167<br>16.7% |
| 7  | 3<br>15.0%  | 142<br>14.2% |
| 6  | 2<br>10.0%  | 120<br>12.0% |
| 5  | 2<br>10.0%  | 137<br>13.7% |
| 4  |             | 83<br>8.3%   |
| 3  | 1<br>5.0%   | 57<br>5.7%   |
| 2  |             | 48<br>4.8%   |
| Not At All Important   | 1<br>5.0%   | 48<br>4.8%   |
| Don't know   |             | 7<br>0.7%    |
| Mean   | 7.15        | 6.27         |
| Base   | 20          | 993          |

Note: Very Important=10; Not At All Important=1

Q9G. Of all of the items just rated, which one stands out as being most important?

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
|  | =====       | =====        |
|  | -----       | -----        |
| Base   | 20          | 1000         |
| New and efficient public transportation alternatives                               | 7<br>35.0%  | 234<br>23.4% |
| Bike paths and trails, and pedestrian-friendly sidewalks                           | 6<br>30.0%  | 125<br>12.5% |
| Programs designed to preserve Fayette County's rural landscape                     | 3<br>15.0%  | 239<br>23.9% |
| Construction of buildings and infrastructure that is more environmentally friendly | 2<br>10.0%  | 147<br>14.7% |
| More multiple-unit, multi-level housing such as apartments and condominiums        | 1<br>5.0%   | 54<br>5.4%   |
| Open greenspace for all neighborhoods  | 1<br>5.0%   | 186<br>18.6% |
| None   |             | 15<br>1.5%   |

Q10A. What one thing would make Lexington more attractive for TEENS?

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
|   | -----       | -----        |
| Base  | 20          | 1000         |
| Things To Do (CUME)   | 8<br>40.0%  | 419<br>41.9% |
| More recreational activities/outdoor activities/sports      | 4<br>20.0%  | 97<br>9.7%   |
| More community/school/general activities                    | 2<br>10.0%  | 130<br>13.0% |
| More/better facilities/centers/places to hang out/socialize | 2<br>10.0%  | 192<br>19.2% |
| More/bigger/better shopping malls                           |             | 10<br>1.0%   |
| Entertainment (CUME)  | 3<br>15.0%  | 198<br>19.8% |
| More/better entertainment                                   | 3<br>15.0%  | 170<br>17.0% |
| Nightclubs/Teen nightclubs                                  |             | 29<br>2.9%   |
| Parks/Playgrounds (CUME)                                    | 1<br>5.0%   | 124<br>12.4% |
| An amusement park   | 1<br>5.0%   | 21<br>2.1%   |
| More/better city parks/playgrounds/greenspace               |             | 82<br>8.2%   |
| More/better skate parks                                     |             | 21<br>2.1%   |
| Better education/schools                                    | 1<br>5.0%   | 39<br>3.9%   |
| Jobs  |             | 26<br>2.6%   |
| Safety  |             | 54<br>5.4%   |
| Other   | 2<br>10.0%  | 94<br>9.4%   |
| Nothing   |             | 9<br>0.9%    |
| Don't know  | 1<br>5.0%   | 106<br>10.6% |
| No response   | 7<br>35.0%  |              |

Note: Totals may add to more than 100% due to multiple responses

Q10B. What one thing would make Lexington more attractive for PEOPLE IN THEIR 20's?

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
|  | -----       | -----        |
| Base   | 20          | 1000         |
| Things To Do (CUME)  | 8<br>40.0%  | 401<br>40.1% |
| More/better nightclubs/bars                                      | 6<br>30.0%  | 94<br>9.4%   |
| More activities/places to network/<br>socialize (general)        | 1<br>5.0%   | 25<br>2.5%   |
| Sports/outdoor/recreational<br>activities                        | 1<br>5.0%   | 56<br>5.6%   |
| More entertainment/nightlife/<br>nighttime entertainment options |             | 208<br>20.8% |
| Community programs/events  |             | 12<br>1.2%   |
| More/better parks/greenspace                                     |             | 15<br>1.5%   |
| Music/Culture (CUME)   | 4<br>20.0%  | 83<br>8.3%   |
| More/better music/live music venues                              | 4<br>20.0%  | 45<br>4.5%   |
| Cultural opportunities   |             | 39<br>3.9%   |
| Jobs/Cost of Living (CUME)                                       | 3<br>15.0%  | 147<br>14.7% |
| More/better/higher-paying jobs/job<br>opportunities              | 3<br>15.0%  | 132<br>13.2% |
| Affordable housing   |             | 15<br>1.5%   |
| Vibrant downtown   | 3<br>15.0%  | 162<br>16.2% |
| Education  |             | 89<br>8.9%   |
| Other  |             | 60<br>6.0%   |
| Nothing  |             | 15<br>1.5%   |
| Don't know   |             | 84<br>8.4%   |
| No response  | 5<br>25.0%  |              |

Note: Totals may add to more than 100% due to multiple responses



Q10C. What one thing would make Lexington more attractive for YOUNG MARRIED PEOPLE?

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
| Base   | 20          | 1000         |
| Things To Do (CUME)  | 7<br>35.0%  | 311<br>31.1% |
| More entertainment/nightlife/<br>nighttime entertainment options | 4<br>20.0%  | 127<br>12.7% |
| Restaurants  | 2<br>10.0%  | 23<br>2.3%   |
| Recreational activities  | 1<br>5.0%   | 15<br>1.5%   |
| Better parks/greenspace/walking paths/<br>trails                 | 1<br>5.0%   | 53<br>5.3%   |
| Sporting events  |             | 5<br>0.5%    |
| Social networking  |             | 6<br>0.6%    |
| Community events/involvement                                     |             | 12<br>1.2%   |
| Cultural/arts options/venues                                     |             | 69<br>6.9%   |
| Churches   |             | 10<br>1.0%   |
| Jobs/Cost of Living (CUME)                                       | 7<br>35.0%  | 329<br>32.9% |
| Affordable housing/Nicer housing                                 | 6<br>30.0%  | 197<br>19.7% |
| More/better jobs   | 1<br>5.0%   | 119<br>11.9% |
| Affordable/More affordable<br>entertainment                      |             | 18<br>1.8%   |
| Vibrant downtown   | 3<br>15.0%  | 68<br>6.8%   |
| Family/Kids (CUME)   | 1<br>5.0%   | 155<br>15.5% |
| Good schools/educational<br>opportunities                        | 1<br>5.0%   | 46<br>4.6%   |
| Family events/kid friendly activities                            |             | 41<br>4.1%   |
| Safer community/neighborhoods                                    |             | 32<br>3.2%   |
| Childcare  |             | 39<br>3.9%   |
| Other  |             | 68<br>6.8%   |
| Nothing  | 1<br>5.0%   | 16<br>1.6%   |
| Don't know   |             | 81<br>8.1%   |
| No response  | 5<br>25.0%  |              |

Note: Totals may add to more than 100% due to multiple responses

Q10D. What one thing would make Lexington more attractive for FAMILIES?

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
|  | -----       | -----        |
| Base   | 20          | 1000         |
| Things To Do (CUME)                                    | 10<br>50.0% | 509<br>50.9% |
| Family events/Family-friendly<br>entertainment/venues  | 6<br>30.0%  | 156<br>15.6% |
| Parks/Playgrounds/Greenspace                           | 5<br>25.0%  | 178<br>17.8% |
| Churches   |             | 11<br>1.1%   |
| Recreational and/or community<br>activities/facilities |             | 79<br>7.9%   |
| Cultural events  |             | 33<br>3.3%   |
| More/better entertainment/<br>entertainment options    |             | 47<br>4.7%   |
| Amusement park/Water park                              |             | 30<br>3.0%   |
| Kids (CUME)  | 5<br>25.0%  | 223<br>22.3% |
| Good schools   | 5<br>25.0%  | 139<br>13.9% |
| Child care   | 1<br>5.0%   | 36<br>3.6%   |
| Safe neighborhoods/community                           | 1<br>5.0%   | 50<br>5.0%   |
| Jobs/Cost of Living (CUME)                             | 1<br>5.0%   | 188<br>18.8% |
| More affordable/Affordable<br>entertainment            | 1<br>5.0%   | 19<br>1.9%   |
| Affordable housing                                     |             | 115<br>11.5% |
| Affordable healthcare                                  |             | 20<br>2.0%   |
| Good jobs/economy                                      |             | 35<br>3.5%   |
| Other  | 2<br>10.0%  | 61<br>6.1%   |
| Nothing  |             | 10<br>1.0%   |
| Don't know   |             | 36<br>3.6%   |
| No response  | 4<br>20.0%  |              |

Note: Totals may add to more than 100% due to multiple responses

Q10E. What one thing would make Lexington more attractive for EMPTY-NESTERS (PEOPLE WHOSE CHILDREN HAVE MOVED OUT OF THE HOUSE)?

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
|  | -----       | -----        |
| Base   | 20          | 1000         |
| Things To Do (CUME)  | 6<br>30.0%  | 522<br>52.2% |
| Entertainment/activities/cultural events                         | 3<br>15.0%  | 229<br>22.9% |
| Greenspace/Parks/Walking trails                                  | 1<br>5.0%   | 46<br>4.6%   |
| Outdoor/recreational activities/Opportunities for staying active | 1<br>5.0%   | 34<br>3.4%   |
| Educational opportunities  | 1<br>5.0%   | 20<br>2.0%   |
| Social networking/Social involvement/Places to socialize         |             | 63<br>6.3%   |
| Community activities/events                                      |             | 40<br>4.0%   |
| Senior programs/Retirement communities                           |             | 39<br>3.9%   |
| Volunteer  |             | 23<br>2.3%   |
| Church   |             | 5<br>0.5%    |
| Shopping   |             | 15<br>1.5%   |
| Golf courses   |             | 8<br>0.8%    |
| Places to relax/Quiet places/Leisure activity places             |             | 8<br>0.8%    |
| Jobs/Cost of Living (CUME)                                       | 3<br>15.0%  | 125<br>12.5% |
| Affordable housing/housing in general                            | 2<br>10.0%  | 70<br>7.0%   |
| Lower taxes  | 1<br>5.0%   | 7<br>0.7%    |
| Health care  |             | 30<br>3.0%   |
| Employment opportunities   |             | 19<br>1.9%   |
| Transportation   | 1<br>5.0%   | 28<br>2.8%   |
| Vibrant downtown   | 1<br>5.0%   | 41<br>4.1%   |
| Safety/Security  |             | 24<br>2.4%   |
| Other  |             | 53<br>5.3%   |
| Nothing  |             | 34<br>3.4%   |
| Don't know   |             | 184<br>18.4% |
| No response  | 10<br>50.0% |              |

Note: Totals may add to more than 100% due to multiple responses

Q10F. What one thing would make Lexington more attractive for RETIREES?

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
|   | -----       | -----        |
| Base  | 20          | 1000         |
| Things To Do (CUME)                             | 6<br>30.0%  | 418<br>41.8% |
| Entertainment/Cultural events                   | 2<br>10.0%  | 116<br>11.6% |
| Community activities/Community senior programs  | 2<br>10.0%  | 118<br>11.8% |
| Volunteer opportunities                         | 2<br>10.0%  | 34<br>3.4%   |
| Recreational/outdoor recreational opportunities |             | 79<br>7.9%   |
| Golf courses                                    |             | 17<br>1.7%   |
| Continuing education                            |             | 19<br>1.9%   |
| Greenspace/Parks                                |             | 23<br>2.3%   |
| More activities/access to activities downtown   |             | 17<br>1.7%   |
| Churches  |             | 3<br>0.3%    |
| Jobs/Cost of Living (CUME)                      | 3<br>15.0%  | 81<br>8.1%   |
| Lower taxes/Tax breaks                          | 2<br>10.0%  | 14<br>1.4%   |
| Job opportunities                               | 1<br>5.0%   | 13<br>1.3%   |
| Affordable housing                              |             | 54<br>5.4%   |
| Better public transportation                    | 3<br>15.0%  | 89<br>8.9%   |
| Health/Senior Care (CUME)                       | 1<br>5.0%   | 183<br>18.3% |
| Retirement communities/Assisted living          | 1<br>5.0%   | 92<br>9.2%   |
| Healthcare/benefits                             |             | 93<br>9.3%   |
| Safety/Security                                 |             | 26<br>2.6%   |
| Other   | 1<br>5.0%   | 50<br>5.0%   |
| Nothing   |             | 31<br>3.1%   |
| Don't know                                      |             | 135<br>13.5% |
| No response                                     | 7<br>35.0%  |              |

Note: Totals may add to more than 100% due to multiple responses

Q11. What one thing would increase your sense of connection and belonging to the Lexington community?

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
|  | -----       | -----        |
| Base   | 20          | 1000         |
| Things To Do (CUME)  | 7<br>35.0%  | 237<br>23.7% |
| Community activities/events  | 3<br>15.0%  | 57<br>5.7%   |
| Vibrant downtown/Downtown nightlife/<br>entertainment                                  | 2<br>10.0%  | 88<br>8.8%   |
| More bike/walking paths/trails   | 2<br>10.0%  | 15<br>1.5%   |
| Greenspace/parks   | 1<br>5.0%   | 16<br>1.6%   |
| Cultural activities  |             | 46<br>4.6%   |
| Senior activities  |             | 13<br>1.3%   |
| Church involvement   |             | 13<br>1.3%   |
| City Government (CUME)   | 2<br>10.0%  | 153<br>15.3% |
| Better communication between city/<br>city government and public/Community<br>meetings | 2<br>10.0%  | 41<br>4.1%   |
| Better urban planning/development  |             | 20<br>2.0%   |
| More accessible government/Better<br>government  |             | 58<br>5.8%   |
| Public transportation  |             | 19<br>1.9%   |
| Better/cheaper schooling   |             | 18<br>1.8%   |
| Community Involvement (CUME)   | 2<br>10.0%  | 96<br>9.6%   |
| Feeling of being able to make a<br>difference/Community involvement                    | 2<br>10.0%  | 44<br>4.4%   |
| Volunteer opportunities  |             | 21<br>2.1%   |
| More interaction with neighbors  |             | 17<br>1.7%   |
| Better environmental awareness   |             | 14<br>1.4%   |
| Jobs/Cost of Living (CUME)   |             | 44<br>4.4%   |
| More/better employment opportunities   |             | 24<br>2.4%   |
| Lower taxes  |             | 9<br>0.9%    |
| Lower cost of living   |             | 11<br>1.1%   |

(Continued)

Q11. What one thing would increase your sense of connection and belonging to the Lexington community?

|                                   | SURVEY TYPE |              |
|-----------------------------------|-------------|--------------|
|                                   | PUBLIC      | GENERAL      |
| Health & Safety (CUME)            |             | 30<br>3.0%   |
| Availability of better healthcare |             | 6<br>0.6%    |
| Safety                            |             | 24<br>2.4%   |
| Other                             | 2<br>10.0%  | 140<br>14.0% |
| Nothing                           |             | 227<br>22.7% |
| Don't know                        | 1<br>5.0%   | 114<br>11.4% |
| No response                       | 6<br>30.0%  |              |

Note: Totals may add to more than 100% due to multiple responses

Q12. Are there any other topics that we didn't cover that you think are important to consider in planning for Lexington's future?

|   | SURVEY TYPE |              |
|---|-------------|--------------|
|   | PUBLIC      | GENERAL      |
|   | -----       | -----        |
| Base  | 20          | 1000         |
| City Government (CUME)  | 6<br>30.0%  | 137<br>13.7% |
| Transportation  | 2<br>10.0%  | 23<br>2.3%   |
| Traffic/road issues   | 2<br>10.0%  | 77<br>7.7%   |
| Handicap accessible   | 1<br>5.0%   | 6<br>0.6%    |
| Water company ownership/issues  | 1<br>5.0%   | 8<br>0.8%    |
| Sewer system situation/issues   |             | 12<br>1.2%   |
| Better schooling  |             | 24<br>2.4%   |
| Development (CUME)  | 2<br>10.0%  | 116<br>11.6% |
| Better urban planning/development                                     | 1<br>5.0%   | 66<br>6.6%   |
| More growth/development   | 1<br>5.0%   | 3<br>0.3%    |
| CentrePointe issue  |             | 7<br>0.7%    |
| Downtown preservation/development<br>(not including CentrePointe)     |             | 16<br>1.6%   |
| Environmentally friendly/sustainable/<br>conserve the rural landscape |             | 22<br>2.2%   |
| More trees/landscape/greenspace                                       |             | 13<br>1.3%   |
| Complaints about the government                                       | 1<br>5.0%   | 28<br>2.8%   |
| Things To Do (CUME)   |             | 39<br>3.9%   |
| Revitalizing/bringing more activities<br>to downtown                  |             | 15<br>1.5%   |
| More activities/events/cultural<br>things to do in general            |             | 24<br>2.4%   |
| Increase in safety  |             | 32<br>3.2%   |
| None  |             | 560<br>56.0% |
| Other   | 2<br>10.0%  | 146<br>14.6% |
| Don't know  |             | 5<br>0.5%    |
| No response   | 10<br>50.0% |              |

Note: Totals may add to more than 100% due to multiple responses

Q13. Do you have any other comments you would like to add?

|  | SURVEY TYPE |              |
|--|-------------|--------------|
|  | PUBLIC      | GENERAL      |
|  | =====       | =====        |
|  | -----       | -----        |
| Base   | 20          | 1000         |
| Increase in cultural events/activities/<br>entertainment   | 2<br>10.0%  | 5<br>0.5%    |
| Focus on better development                                | 1<br>5.0%   | 20<br>2.0%   |
| Need economic growth/Expanded industry                     | 1<br>5.0%   | 8<br>0.8%    |
| Need to be environmentally-friendly/<br>cleaner            | 1<br>5.0%   | 4<br>0.4%    |
| None   | 1<br>5.0%   | 831<br>83.1% |
| Need better public transportation                          |             | 9<br>0.9%    |
| Illegal immigrants/Immigration issues                      |             | 9<br>0.9%    |
| Crime issues/Reducing crime                                |             | 8<br>0.8%    |
| Sewer system situation/issues                              |             | 2<br>0.2%    |
| Preservation of landscape/greenspace                       |             | 9<br>0.9%    |
| Race/class relations                                       |             | 2<br>0.2%    |
| Need more/pedestrian-friendly bike<br>paths/walking trails |             | 2<br>0.2%    |
| More fun parks/museums/Casinos                             |             | 3<br>0.3%    |
| Historic preservation                                      |             | 4<br>0.4%    |
| Roadways/Traffic comments                                  |             | 14<br>1.4%   |
| General complaints about the government                    |             | 8<br>0.8%    |
| Education concerns   |             | 7<br>0.7%    |
| Water company ownership/issues                             |             | 4<br>0.4%    |
| Other  | 7<br>35.0%  | 64<br>6.4%   |
| Don't know   |             | 2<br>0.2%    |
| No response  | 8<br>40.0%  |              |

Note: Totals may add to more than 100% due to multiple responses



Q14. Before today, had you ever heard of Destination 2040?

|      | SURVEY TYPE |              |
|------|-------------|--------------|
|      | PUBLIC      | GENERAL      |
| Base | 20          | 1000         |
| Yes  | 13<br>65.0% | 234<br>23.4% |
| No   | 7<br>35.0%  | 766<br>76.6% |

Q14A. [If you have heard of Destination 2040], where had you heard about it?

|                             | SURVEY TYPE |             |
|-----------------------------|-------------|-------------|
|                             | PUBLIC      | GENERAL     |
| Base                        | 13          | 234         |
| Website/Internet            | 3<br>23.1%  | 6<br>2.6%   |
| Television                  | 2<br>15.4%  | 36<br>15.4% |
| News (general)              | 2<br>15.4%  | 17<br>7.3%  |
| Newspaper                   | 1<br>7.7%   | 92<br>39.3% |
| Civic meeting/event         | 1<br>7.7%   | 8<br>3.4%   |
| Friend/Family/Word-of mouth | 1<br>7.7%   | 17<br>7.3%  |
| Radio                       |             | 20<br>8.5%  |
| Work                        |             | 16<br>6.8%  |
| School                      |             | 10<br>4.3%  |
| Non-civic/other meeting     |             | 7<br>3.0%   |
| Other                       |             | 10<br>4.3%  |
| Don't recall                |             | 4<br>1.7%   |
| No response                 | 3<br>23.1%  |             |

Note: Totals may add to more than 100% due to multiple responses

Q14B. [If yes], have you participated in any of the Destination 2040 meetings?

|      | SURVEY TYPE |              |
|------|-------------|--------------|
|      | PUBLIC      | GENERAL      |
| Base | 13          | 234          |
| Yes  | 4<br>30.8%  | 20<br>8.5%   |
| No   | 9<br>69.2%  | 214<br>91.5% |

Q15. Into which of the following categories does your age fall?

|         | SURVEY TYPE |              |
|---------|-------------|--------------|
|         | PUBLIC      | GENERAL      |
| Base    | 20          | 1000         |
| 18-24   | 1<br>5.0%   | 168<br>16.8% |
| 25-34   | 6<br>30.0%  | 194<br>19.4% |
| 35-44   |             | 224<br>22.4% |
| 45-54   | 6<br>30.0%  | 156<br>15.6% |
| 55-64   | 5<br>25.0%  | 134<br>13.4% |
| 65+     | 1<br>5.0%   | 122<br>12.2% |
| Refused | 1<br>5.0%   | 2<br>0.2%    |

Q16. What was the last grade of school you had the opportunity to complete?

|                                  | SURVEY TYPE |              |
|----------------------------------|-------------|--------------|
|                                  | PUBLIC      | GENERAL      |
|                                  | -----       | -----        |
| Base                             | 20          | 1000         |
| Less than high school            |             | 17<br>1.7%   |
| High school graduate             | 1<br>5.0%   | 192<br>19.2% |
| Some college or technical school | 1<br>5.0%   | 256<br>25.6% |
| College graduate                 | 11<br>55.0% | 332<br>33.2% |
| Graduate school                  | 7<br>35.0%  | 201<br>20.1% |
| Refused                          |             | 2<br>0.2%    |

Q17. How would you describe your racial or ethnic identity?

|                        | SURVEY TYPE |              |
|------------------------|-------------|--------------|
|                        | PUBLIC      | GENERAL      |
|                        | -----       | -----        |
| Base                   | 20          | 1000         |
| Caucasian/White        | 19<br>95.0% | 838<br>83.8% |
| African American/Black |             | 127<br>12.7% |
| Asian American         |             | 15<br>1.5%   |
| Hispanic               |             | 20<br>2.0%   |
| Other                  |             | 10<br>1.0%   |
| Refused                | 1<br>5.0%   | 5<br>0.5%    |

Q18. And finally, what is your home zip code?

|                    | SURVEY TYPE  |                 |
|--------------------|--------------|-----------------|
|                    | PUBLIC       | GENERAL         |
| Base               | 20<br>100.0% | 1000<br>5000.0% |
| West Lexington     | 7<br>35.0%   | 274<br>27.4%    |
| 40503              | 5<br>25.0%   | 109<br>10.9%    |
| 40504              | 1<br>5.0%    | 94<br>9.4%      |
| 40513              | 1<br>5.0%    | 29<br>2.9%      |
| 40514              |              | 42<br>4.2%      |
| South Lexington    | 6<br>30.0%   | 354<br>35.4%    |
| 40515              | 4<br>20.0%   | 114<br>11.4%    |
| 40502              | 2<br>10.0%   | 102<br>10.2%    |
| 40517              |              | 138<br>13.8%    |
| East Lexington     | 4<br>20.0%   | 190<br>19.0%    |
| 40509              | 3<br>15.0%   | 79<br>7.9%      |
| 40505              | 1<br>5.0%    | 102<br>10.2%    |
| 40516              |              | 9<br>0.9%       |
| North Lexington    | 2<br>10.0%   | 73<br>7.3%      |
| 40511              | 2<br>10.0%   | 69<br>6.9%      |
| 40510              |              | 4<br>0.4%       |
| Downtown Lexington |              | 109<br>10.9%    |
| 40506              |              | 1<br>0.1%       |
| 40507              |              | 11<br>1.1%      |
| 40508              |              | 97<br>9.7%      |
| Refused            | 1<br>5.0%    |                 |

Gender by observation

|        | SURVEY TYPE |              |
|--------|-------------|--------------|
|        | PUBLIC      | GENERAL      |
| Base   | 20          | 1000         |
| Male   | 8<br>40.0%  | 487<br>48.7% |
| Female | 12<br>60.0% | 513<br>51.3% |